

# THE Publishers' Weekly

*The American* BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXIX

NEW YORK, FEBRUARY 7, 1931

No. 6

## A NOVEL OF *Challenge*

What *The Age of Reason* did for man's attitude toward God—what *The Middle of the Road* did for the confusion of a post-war world, this book does for the personal moral problems of our iconoclastic life today. It is the story of Francis Brandon, who won material success and lost his own soul—of Pearl, an out-moded aristocrat who demanded luxuries of a world gone "democratic"—and Lydia who did not believe that art and success could live together. It is Mr. Gibbs' greatest and most dynamic novel of contemporary life.

Coming March 20 . . . \$2.50.

DOUBLEDAY, DORAN

THE **WINDING LANE**  
**PHILIP GIBBS**



# Murder at Bridge

## ANNE AUSTIN'S NEW MYSTERY STORY

Ready February 17—\$2.00

Will Outsell Her Previous Successes



## THE ADVENTURES OF HAWKE TRAVIS

By ELI COULTER

The racy story of a tough hombre on  
the Western frontier \$2.00

To be published Feb. 24

**THE MACMILLAN COMPANY -:- NEW YORK**

**Boston Chicago Atlanta Dallas San Francisco**



# Winners FOR FEBRUARY AND MARCH

## Ten Days' Wonder

*By Muriel Hine*

Dealing with young love, its troubles and torments, here is a story of wit and humor which presents a charming quartette of English people.

(For February)

\$2.00

## Gitana

*By Robert W. Chambers*

An historical novel dealing with the Mexican War, and unfolding the romance of a young American officer and Gitana, the gypsy.

(For March)

\$2.50

## Snobs

*By M. A. Dormie*

The ingenious and witty story of the aftermath of an Anglo-American marriage. What this country needs is a good laugh, and here it comes.

(For February)

\$2.00

## Here's Luck

*By Stephen French Whitman*

The rise and the fall of Nick Sassotti, famous Italian bootlegger, who is presented as an old time soldier of fortune operating in a modern era.

(For March)

\$2.50

## Water

*By Ruth Comfort Mitchell*

A splendid romance of the West and of the dairy ranch country. The vivid story of a man's struggle to win success against the opposing forces of nature.

(For February)

\$2.00

## Murder In Room 700

*By Mary Hastings Bradley*

Against a thrilling background of murder and mystery, here is a notable story of mother love.

(For March)

\$2.00

## Crusade

*By Royce Brier*

A powerful novel which takes for its background a typical small American city in the grip of political corruption. A two fisted reformer is the hero.

(For February)

\$2.00

## Lilies of the Alley

*By Octavus Roy Cohen*

Cohen's inimitable darky characters, this time as actors in the sound pictures.

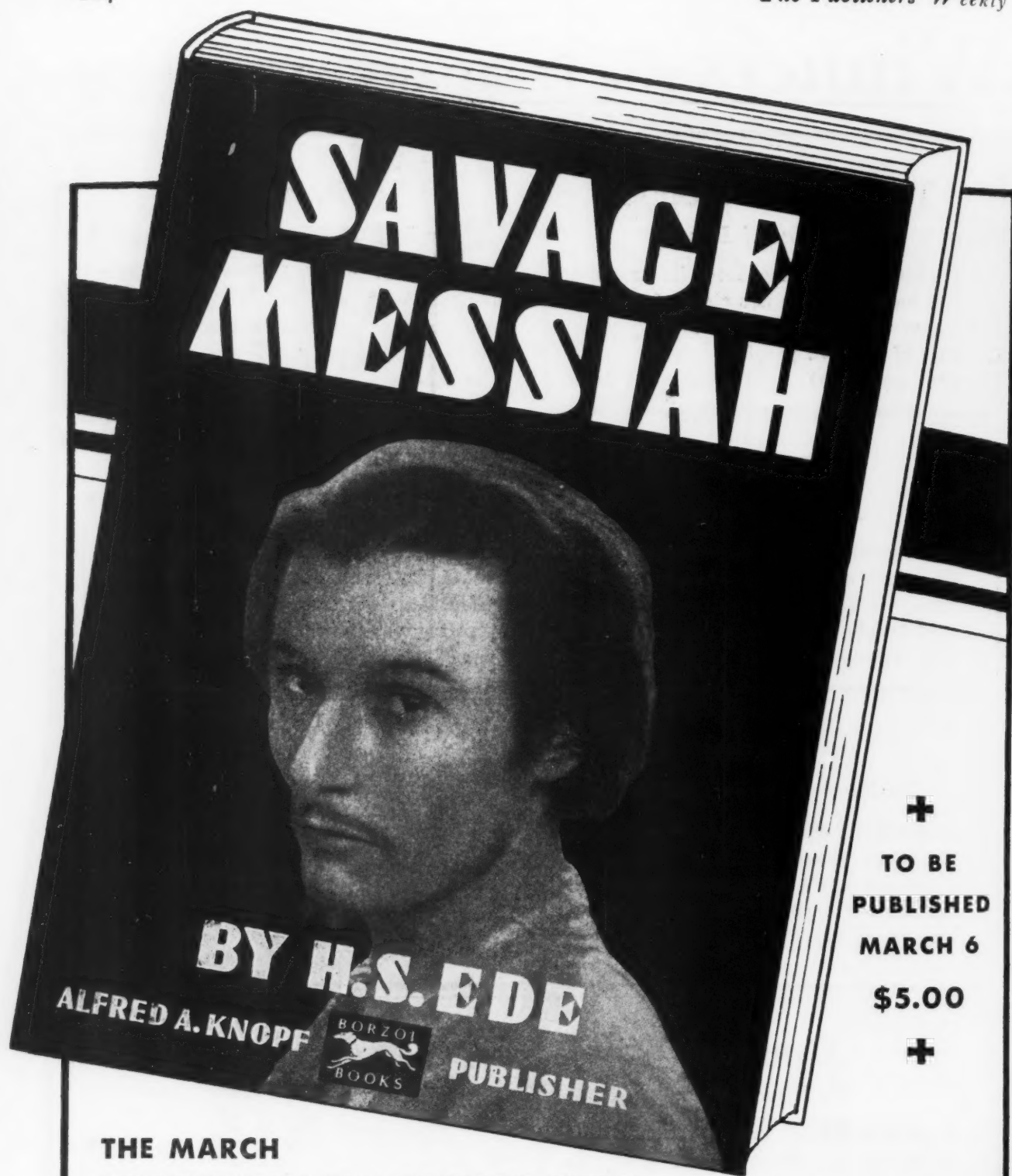
(For February)

\$2.00

*These are Appleton Books*

**D. APPLETON AND COMPANY**  
35 WEST 32ND STREET—NEW YORK CITY

*(The Ryerson Press, Queen and John Streets,  
Toronto, Canada, handles the Appleton line in Canada.)*



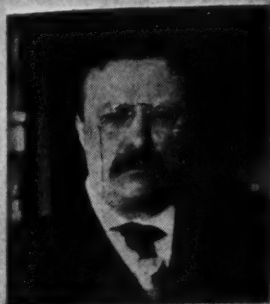
+  
 TO BE  
 PUBLISHED  
 MARCH 6  
 \$5.00  
 +

**THE MARCH  
 SELECTION OF THE LITERARY GUILD**

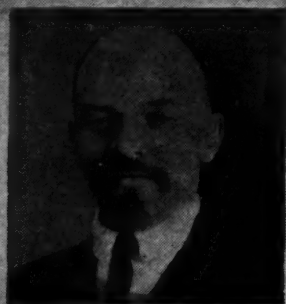
"One of the greatest human documents ever written," has been the comment of every one who has read this story of Henri Gaudier and Sophie Brzeska, so simply and beautifully has it been told by Mr. Ede of the National Museum of London. With 16 illustrations (14 of them of Gaudier's work) reproduced by the Knudsen process of offset lithography. 7<sup>5</sup>/<sub>8</sub>" x 10<sup>3</sup>/<sub>8</sub>", 265 pp.

ALFRED • A • KNOPF • 730 FIFTH AVE • N • Y •

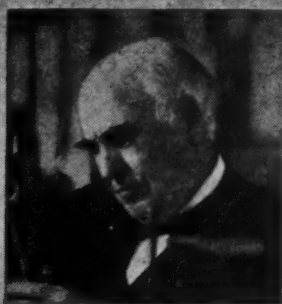
COMING ON MARCH FOURTH



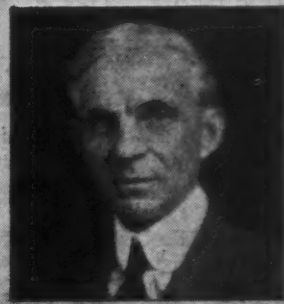
He lived with  
fury.



He sowed the  
whirlwind.



Let there be  
light.



He put all man-  
kind on wheels.

# THE QUICK AND THE DEAD

*by Gamaliel Bradford*

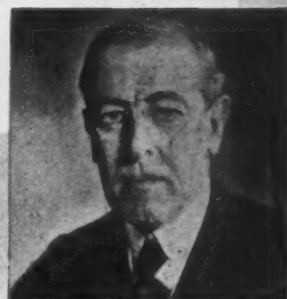
Incisive portraits of seven remarkable men by the author of "Damaged Souls." *H. L. Mencken* said "Bradford is the man who invented the Strachey formula. With vast patience, he makes his way through mountains of evidence then emerges into the sunlight with a dish of facts. I like his books." \$3.50



The triumph of the  
average man.



He remade a  
nation.



Intellect entangled  
with ideals.

**Houghton**

**Mifflin Co**



## JANUARY 30TH AND 31ST

<p>PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE</p> <p><b>CLASS OF SERVICE</b> This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.</p> <p><b>WESTERN UNION</b></p> <p><b>SIGNS</b> DL = Day Letter NM = Night Message NL = Night Letter LCO = Deferred Cable NLT = Cable Night Letter WLT = Week-End Letter</p> <p>The long lines on the date line are full-rate telegrams and day letters, and the short lines on the date line are deferred telegrams and night messages, in STANDARD TIME.</p> <p>Received at 44 East 28th St., N. Y.</p> <p>1931 JAN 30 PM 4 04 NAC192 6-PITTSBURGH PENN 30 351P SIMON SCHUSTER CO-386 FOURTH AVE- SHIP AT ONCE FIFTY HARD LINES- JOSEPH HORNE CO.</p>	<p>PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE</p> <p><b>CLASS OF SERVICE</b> This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.</p> <p><b>WESTERN UNION</b></p> <p><b>SIGNS</b> DL = Day Letter NM = Night Message NL = Night Letter LCO = Deferred Cable NLT = Cable Night Letter WLT = Week-End Letter</p> <p>The long lines on the date line are full-rate telegrams and day letters, and the short lines on the date line are deferred telegrams and night messages, in STANDARD TIME.</p> <p>Received at 44 East 28th St., N. Y.</p> <p>1931 JAN 31 AM 8 48 NF5 26 NL COLLECT VIA CP-HOUSTON TEX JAN 30 SIMON &amp; SCHUSTER-386 FOURTH AVE- EXPRESS TWENTY FIVE COPIES OF HARD LINES PRICED ONE DOLLAR SEVENTY FIVE CENTS THIS ORDER DOES NOT CANCEL ONE SENT BY MAIL JANUARY TWENTY EIGHTH- LAMAR BOOK STORE INC.</p>
<p>PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE</p> <p><b>CLASS OF SERVICE</b> This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.</p> <p><b>WESTERN UNION</b></p> <p><b>SIGNS</b> DL = Day Letter NM = Night Message NL = Night Letter LCO = Deferred Cable NLT = Cable Night Letter WLT = Week-End Letter</p> <p>The long lines on the date line are full-rate telegrams and day letters, and the short lines on the date line are deferred telegrams and night messages, in STANDARD TIME.</p> <p>Received at 44 East 28th St., N. Y.</p> <p>1931 JAN 30 PM 5 00 NBC144 10 COLLECT-CHICAGO ILL 30 339P SIMON &amp; SCHUSTER-386 FOURTH AVE- RESPONSE TO TELEGRAM PLEASE SHIP ONE HUNDRED HARD LINES- KROCHS BOOK STORE.</p>	<p>PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE</p> <p><b>CLASS OF SERVICE</b> This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.</p> <p><b>WESTERN UNION</b></p> <p><b>SIGNS</b> DL = Day Letter NM = Night Message NL = Night Letter LCO = Deferred Cable NLT = Cable Night Letter WLT = Week-End Letter</p> <p>The long lines on the date line are full-rate telegrams and day letters, and the short lines on the date line are deferred telegrams and night messages, in STANDARD TIME.</p> <p>Received at 44 East 28th St., N. Y.</p> <p>1931 JAN 30 PM 1 09 NBH123 8 COLLECT VIA CP-HD HOLLYWOOD CALIF 30 937A SIMON &amp; SCHUSTER-386 FOURTH AVE- SEND TWENTY FIVE COPIES HARD LINES ABA- HOLLYWOOD BOOK STORE.</p>
<p>PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE</p> <p><b>CLASS OF SERVICE</b> This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.</p> <p><b>WESTERN UNION</b></p> <p><b>SIGNS</b> DL = Day Letter NM = Night Message NL = Night Letter LCO = Deferred Cable NLT = Cable Night Letter WLT = Week-End Letter</p> <p>The long lines on the date line are full-rate telegrams and day letters, and the short lines on the date line are deferred telegrams and night messages, in STANDARD TIME.</p> <p>Received at 44 East 28th St., N. Y.</p> <p>1931 JAN 30 AM 10 33 NAC40 8 COLLECT-NORTHAMPTON MASS 30 1018A SIMON &amp; SCHUSTER-386 FOURTH AVE- RUSH TWENTY FIVE COPIES NASH HARD LINES- HAMPSHIRE BOOKSHOP INC.</p>	<p>PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE</p> <p><b>CLASS OF SERVICE</b> This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.</p> <p><b>WESTERN UNION</b></p> <p><b>SIGNS</b> DL = Day Letter NM = Night Message NL = Night Letter LCO = Deferred Cable NLT = Cable Night Letter WLT = Week-End Letter</p> <p>The long lines on the date line are full-rate telegrams and day letters, and the short lines on the date line are deferred telegrams and night messages, in STANDARD TIME.</p> <p>Received at 44 East 28th St., N. Y.</p> <p>1931 JAN 30 PM 3 05 NAC165 8 COLLECT-MINNEAPOLIS MINN 30 156P SIMON &amp; SCHUSTER-386 FOURTH AVE- RUSH TWENTY FIVE HARD LINES BOOK EXPRESS- MABEL ULRICH BOOK SHOP.</p>
<p>PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE</p> <p><b>CLASS OF SERVICE</b> This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.</p> <p><b>WESTERN UNION</b></p> <p><b>SIGNS</b> DL = Day Letter NM = Night Message NL = Night Letter LCO = Deferred Cable NLT = Cable Night Letter WLT = Week-End Letter</p> <p>The long lines on the date line are full-rate telegrams and day letters, and the short lines on the date line are deferred telegrams and night messages, in STANDARD TIME.</p> <p>Received at 44 East 28th St., N. Y.</p> <p>1931 JAN 30 PM 1 48 NBE71 13 COLLECT-AY CHICAGO ILL 30 1224P SIMON &amp; SCHUSTER-386 FOURTH AVE- NATIONAL TWO HUNDRED FIFTY HARD LINES FIFTY CROSS WORD PUZZLE BOOK EIGHTEEN- A C MCCLURG &amp; CO.</p>	<p>PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE</p> <p><b>CLASS OF SERVICE</b> This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.</p> <p><b>WESTERN UNION</b></p> <p><b>SIGNS</b> DL = Day Letter NM = Night Message NL = Night Letter LCO = Deferred Cable NLT = Cable Night Letter WLT = Week-End Letter</p> <p>The long lines on the date line are full-rate telegrams and day letters, and the short lines on the date line are deferred telegrams and night messages, in STANDARD TIME.</p> <p>Received at 44 East 28th St., N. Y.</p> <p>1931 JAN 30 PM 12 NBH85 COLLECT-CINCINNATI 0430 1158A ANSWERING TELEGRAM SHIP FIFTY NASH CARE OF AMERICAN BOOKSELLERS ASSOCIATION- STEWART KIDD.</p>
<p>PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE</p> <p><b>CLASS OF SERVICE</b> This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.</p> <p><b>WESTERN UNION</b></p> <p><b>SIGNS</b> DL = Day Letter NM = Night Message NL = Night Letter LCO = Deferred Cable NLT = Cable Night Letter WLT = Week-End Letter</p> <p>The long lines on the date line are full-rate telegrams and day letters, and the short lines on the date line are deferred telegrams and night messages, in STANDARD TIME.</p> <p>Received at 44 East 28th St., N. Y.</p> <p>1931 JAN 30 PM 2 39 NAC137 10 COLLECT-LOS ANGELES CALIF 30 1119A SIMON &amp; SCHUSTER-386 FOURTH AVE- ANSWERING WIRE SHIP RAIL ONE HUNDRED COPIES HARD LINES- J W ROBINSON CO.</p>	<p>PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE</p> <p><b>CLASS OF SERVICE</b> This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.</p> <p><b>WESTERN UNION</b></p> <p><b>SIGNS</b> DL = Day Letter NM = Night Message NL = Night Letter LCO = Deferred Cable NLT = Cable Night Letter WLT = Week-End Letter</p> <p>The long lines on the date line are full-rate telegrams and day letters, and the short lines on the date line are deferred telegrams and night messages, in STANDARD TIME.</p> <p>Received at 44 East 28th St., N. Y.</p> <p>1931 JAN 30 PM 12 42 NBH105 12 COLLECT-BUFFALO NY 30 1231P SIMON &amp; SCHUSTER INC-386 FOURTH AVE- TELEGRAM RECEIVED SHIP FIFTY HARD LINES CARE OF DIEHL LANDAU PETTIT- OTTO ULBRICH COMPANY.</p>

PUBLISHED JANUARY 15—5th Printing (12,500 to 17,500) NOW READY

P. S. To Booksellers: Why Not Give POSTAL a break once in a while?



RETAIL PRICE \$1.50    READY FEBRUARY 26th

# MENTAL WHOOPÉE

A NEW BOOK (?) BY  
**JEROME MEYER**  
*author of MIND YOUR P'S AND Q'S*

**T**HAT question mark (?) next to the word *book* is what probably worries you. Well, we don't know if it can be called a book either. Here's what *Mental Whoopée* is—and then decide for yourself.

It's a set of ten pads in a box. Each pad has 24 sheets. Each Pad is a game. Each of the 24 sheets is alike. But each of the pads is different. And here is how it's used:

At a party, the host or hostess distributes a sheet from each of the pads to each member of the gathering. At the word *go* each of the guests works on the problem presented.

The games are clever. One pad, for instance, is a series of scrambled letters that have to be turned into fruits or vegetables. Another is one of those look-at-the-picture-for-five-minutes-and-then-answer-questions-about-it. Another is a cross word puzzle.

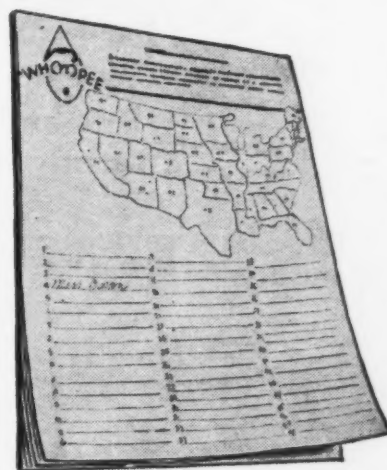
A set of instructions and the correct answers are, of course, included.

All the games have been tried out at parties in this form, and they've been a wow whenever presented.

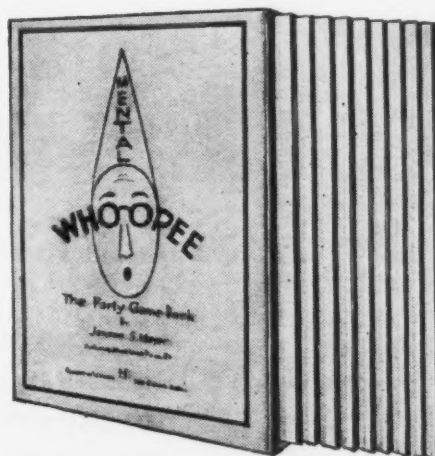
Jerome Meyer, who got this thing up, is the ingenious fellow who gave us *Mind Your P's and Q's*. Like the other book, it's entirely different from anything that's ever been published, it's cleverly worked out, and it has a swell title.

Booksellers are invited to send for an advance copy of *Mental Whoopée*. Try it out at one of your own home gatherings, and then decide whether it's a book, and whether it has the big chance for success that we think it has.

—R. L. S.



*One of the games. There are 24 sheets like this on each pad. But each pad has a different game*



*The set is boxed like this, and sells for \$1.50 which, gentlemen, is merchandise*

**SIMON and SCHUSTER • Publishers • 386 Fourth Ave., New York**

## *Novels You Can Sell!*

# **TOMORROW ONCE AGAIN**

By **EDWARD L. McKENNA**

Adventurer, vagabond, gambler, Frank Carmody loved many women and was loved by many more. When he married, he put all that behind him and stuck loyally by his wife. But all his life he felt the pull of the road, the lure of adventure, and his heart ached for his old freedom.

His story is the story of many men -- dramatic, moving, warmly human. March 5th, \$2.00

# **GREEN BONDAGE**

By **FRANCES OGILVIE**

"At once takes a place beside *Barren Ground* and *The Time of Man*," says DuBose Heyward. "The story of a woman's struggle with the earth, written with a sure sense of character, a deep yet discriminating sympathy."

March 19th, \$2.50

# **SEVEN DAUGHTERS**

By **LESLEY STORM**

"If I was as sure of a husband as I am of a bedspread," Elizabeth said, "I should be happy." Miss Storm comes into an amazing maturity with this dramatic novel of a sea captain and his wife. March 19th, \$2.50



**FARRAR & RINEHART**  
12 East 41st Street New York

# ANNE GREEN'S NEW NOVEL



The instantly-popular author of "The Selbys" presents another rollicking romance of misadventure, the story of the harum-scarum Douglasses, and Catherine Douglass in particular, who "entered rooms like a March wind, smelled like April flowers, and looked like May." Here is sparkling champagne of the finest vintage, offered to an American public, thirsty for gaiety and romance. For love and laughter, no novel will match it this spring.

## READER, I MARRIED HIM

To be published, February 14th

\$2.50

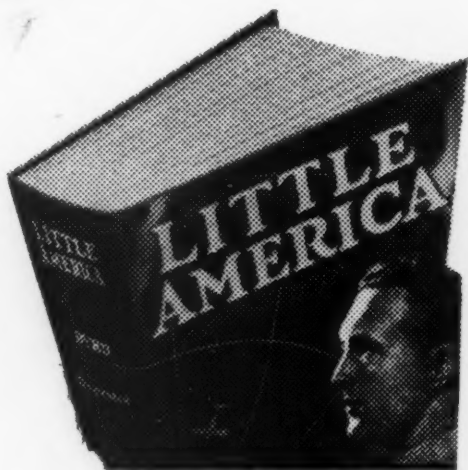
THE DUTTON PRIZE BOOK FOR FEBRUARY



# 100,000 COPIES SOLD

Byrd's "Little America" is now in its second hundred thousand. This means that the retail book trade of the United States has rung up over \$500,000 on this one book since its publication on November 28th. Did you get your full share of this half million dollar business? And are you planning to get your share of "Little America's" *second hundred thousand*? No book can possibly sell 100,000 copies at \$5.00 unless it is a book which the public wants—and wants badly. "Little America" has only started!

A full page advertisement in The New York Times Book Review on February 15 and an advertisement in the Chicago Tribune on the 14th will announce to the American public this milestone in the great record of Admiral Byrd's book. These advertisements are the opening guns of our Spring campaign which has for its goal 200,000 copies of "Little America" sold before the end of the year.



# Little America

**By RICHARD E. BYRD**

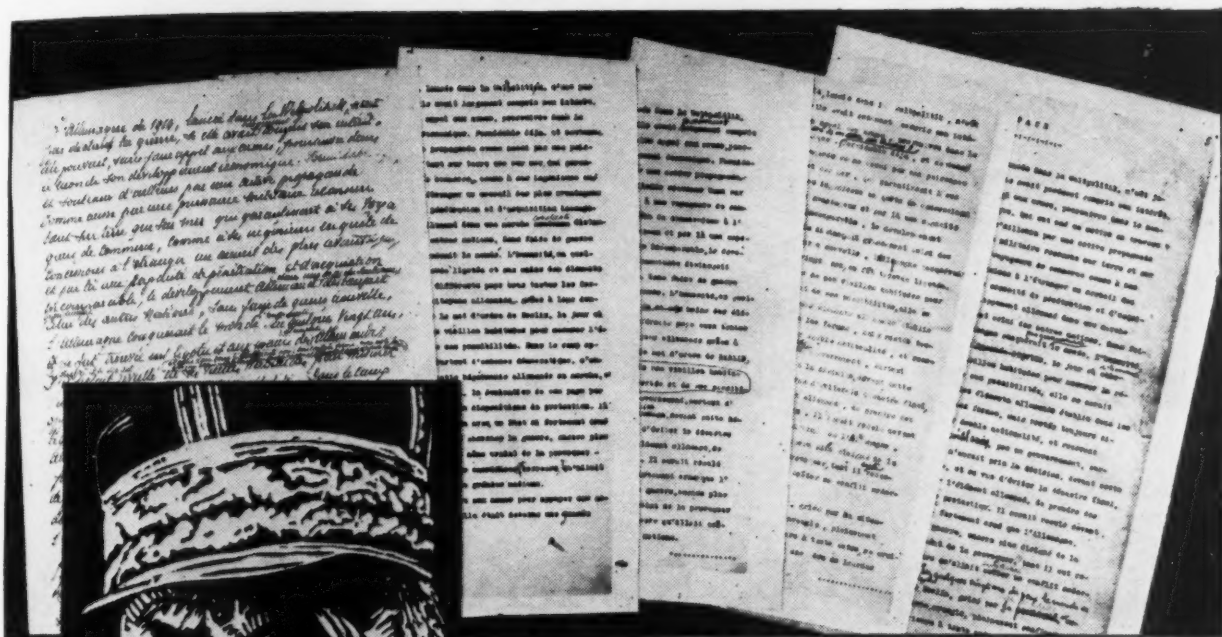
*Illustrated with superb photographs and maps. \$5.00*

**G. P. PUTNAM'S SONS,**

**2 W. 45, New York**



# Five times corrected ... by THE SUPREME ALLIED CHIEF



Just before his death Marshal Foch insisted upon correcting this, the fifth draft of his Memoirs. He wished them not to be released in his lifetime, and his family was at first determined to keep them secret ten years longer. They are permitting the publication now, however, because of the controversies raging around his name.

**F**OCH viewed the greatest war in history as the commander of ten million men. This is his personal story ... the story of a man who would never admit defeat—to whom any compromise was impossible. He took command at the darkest hour, re-established the Allies' shaken line, and directed the victorious closing drive of a hundred major battles. His Memoirs may well be considered the final word on the war from the greatest captain of modern times. They complement all other war memoirs ... the climax sales opportunity in the most important war document of all. Now being serialized throughout the world.

## Coming March 6th ... **THE MEMOIRS OF MARSHAL FOCH**

With special maps and photographs, \$5. DOUBLEDAY, DORAN

# 4<sup>th</sup> DEGREE

**by K. S. DAIGER**

A detective story in the best tradition; yet as up-to-date as the latest murder mystery.

Everyone has heard of the "third degree" but the "fourth degree" is something new in the detection of crime.

Moreover it is an actual method coming into wider and wider use in the Police Departments of our cities.

If the jaded detective fan wants a book that is unique, thrilling, with real people, a baffling situation written by an author who knows the "inside" of criminal pursuit, who has investigated actual cases with the police of one of our largest cities and knows personally, commissioners, detectives and "the force," try recommending "FOURTH DEGREE."

**Publication February 23rd — \$2.00**

**■ MACRAE·SMITH·COMPANY·PHILADELPHIA ■**

# THREE STEEPLES

BY LEROY MACLEOD

●  
*Some of the People  
in the Book*

JOHN DURKEN, *a farmer*

BLANCHE, *his wife*

BRUCE, *their son*

MYRTLE HUGHES

OPAL, *her sister*

AB CARVER, *a hired man*

WILBUR ALLEN,  
*a blind piano tuner*

BILLY McWITT,  
*a storekeeper*

NEWT FULLER,  
*cashier, Midland Bank*

**A**MONG the great flood of books, native and foreign, which yearly flows from the presses, it is always a great pleasure for any publisher to introduce the first work of a really gifted American author. Such a writer is LeRoy MacLeod and his first novel, *Three Steeples*, will need none of the conventional ballyhoo to distinguish it from the ruck. It will make its own history on its own merits. Its background is as American as the earth from which its characters wrest their living, and its implications are timeless and universal.

Watch for further announcements of this important book.

*Ready February 24th—\$2.50*

COVICI • FRIEDE • PUBLISHERS  
386 Fourth Avenue, New York








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# JUNIOR

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## A Real List for Spring and Summer Trade

### ANDY AND POLLY

*Story and Pictures by Rhea Wells.* A jolly picture book about an old sailor and his parrot who search the beach for treasure. Picture book age. \$1.00

### ONCE THERE WAS AND WAS NOT

*Tales from Majorca by George E. Dane and Beatrice J. Dane. Many Pictures in color and black and white by Rhea Wells.* Colorful old tales told the authors by the inhabitants of the fascinating Island of Majorca. Children up to 12. \$2.00

### BEETHOVEN, MASTER MUSICIAN

*By Madeleine Goss. Illustrated with color and half-tones.* A friendly, entertaining, and very human biographical story. High school age. \$2.50

### SECRET CARGO

*By Howard Pease. Illustrated by Paul Q. Forster.* A boy and his dog ship for the South Seas. A startling and mysterious voyage! For older boys. \$2.00

### CRANES FLYING SOUTH

*By N. Karazin. Translated from the Russian by Magdalen Pokrovsky. Illustrated by Vera Bock.* A dramatic, humorous account of two cranes' first flight from their northern birthplace to Egypt. Children from 8 to 12. \$2.50

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# BOOKS

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## DIGGING IN YUCATAN

By Ann Axtell Morris. Decorated by Jean Charlot. Illustrated with photographs. The fascinating account of the excavating of a Maya temple—"work that was mostly fun." High school age. \$3.50

## MELISSA ANN:

### A Little Girl of the Eighteen Twenties

By Ethel Parton. Illustrated by M. Lawson. Relatives in Newburyport borrowed Melissa and then kept her—not because she was too good. For girls from 8 to 12. \$2.00

## THE HOUSE IN HIDDEN LANE:

### Two Mysteries for Younger Girls

By Augusta Huiell Seaman. Illustrated by Ann Brockman. This popular mystery-story author has written this time for younger girls from 7 to 11. \$1.75

## THE ROVING LOBSTER

By Arthur Mason. Illustrated by Robert Lawson. A lobster left home in a pet but found land less satisfactory than the sea. For children from 8 to 12—and on! \$1.50

## BLACK FACE

Story by Thelma H. Bell. Pictures by Corydon Bell. A lively black-faced lamb goes adventuring on the cowcatcher of a quaint, shiny train. Picture book age. \$1.50

Three new Windmill Books for Spring

BETTY LEE IN PARIS by Mildred Criss

PEGGY TAKES A HAND by Gladys Allen

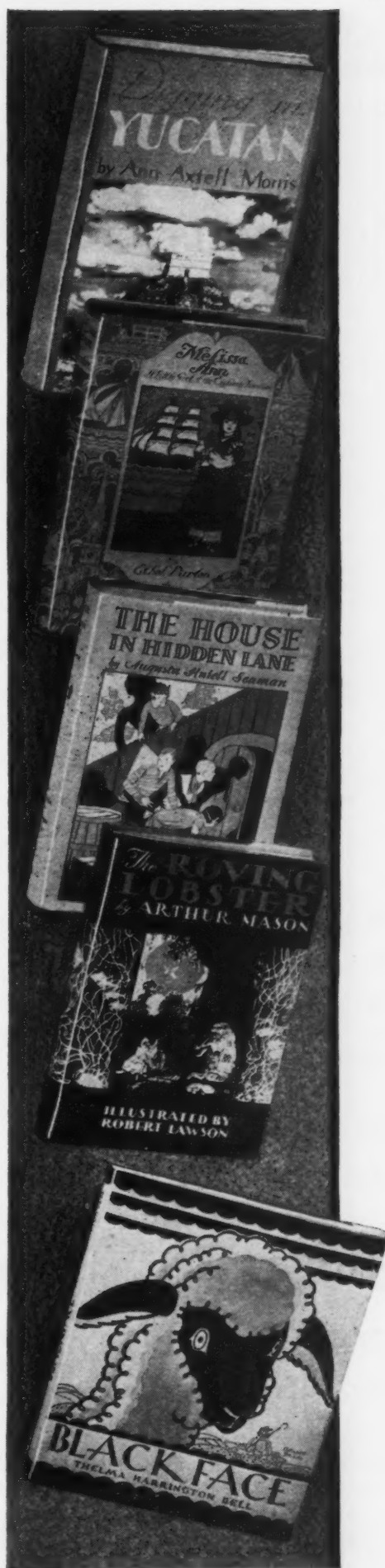
AMERICAN BOY SEA STORIES \$1.00 each

**JUNIOR BOOKS** DOUBLEDAY, DORAN & COMPANY, INC., GARDEN CITY, N. Y.

Please send me catalog of JUNIOR BOOKS, 1931.

Name .....

Address .....



# **SALES GO FORWARD**

## **With Bobbs-Merrill February Books**

### *Fiction*

#### **FAMILY CIRCLE**

**By Inez Haynes Irwin**

Mrs. Irwin's new distinguished novel, rich, vivid and unconventional, deals with the fortunes and personalities of a cultured American family from 1900 to the present day. \$2.50

#### **CAMBODIAN QUEST**

**By Robert J. Casey**

Mr. Casey is known alike for his exciting mystery novels and his brilliant travel books. This wildly absorbing tale of murder in the land of Angkor combines his two extraordinary gifts. \$2.00

#### **THE MARRIAGE OF DON QUIXOTE**

**By Adeline Atwater**

A charmingly individual story of a quixotic Don whose philosophy of a life without ambition opens him to strange and interesting tests, not the least of which is his marriage. \$2.00

### *General*

#### **MANGA REVA: The Forgotten Islands**

**By Robert Lee Eskridge**

With the eye of an artist, the imagination of a poet, and the curiosity of a scientist, Mr. Eskridge writes of Manga Reva, its people, their customs and superstitions. Illustrated by the author. \$4.00

#### **CADILLAC**

**By Agnes C. Laut**

Cadillac—Knight Errant of the Wilderness, Founder of Detroit, Governor of Louisiana—is one of the few great early heroes in North American history whose life has been hitherto unwritten. Illustrated. \$3.75

#### **GODS AND LITTLE FISHES**

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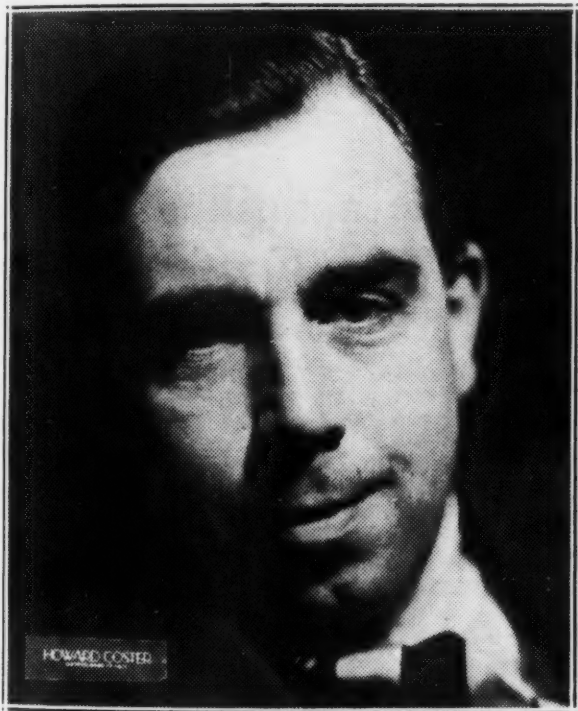
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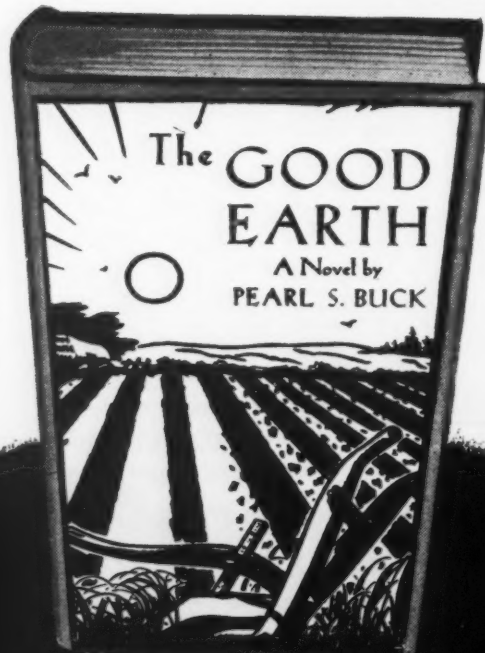
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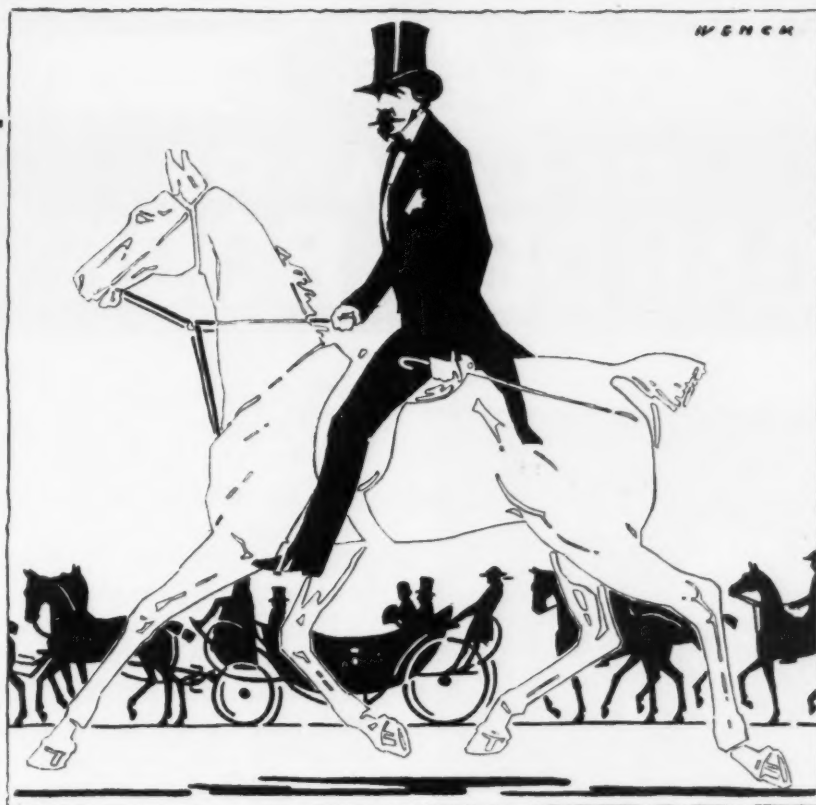
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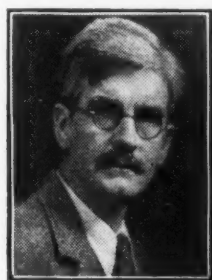


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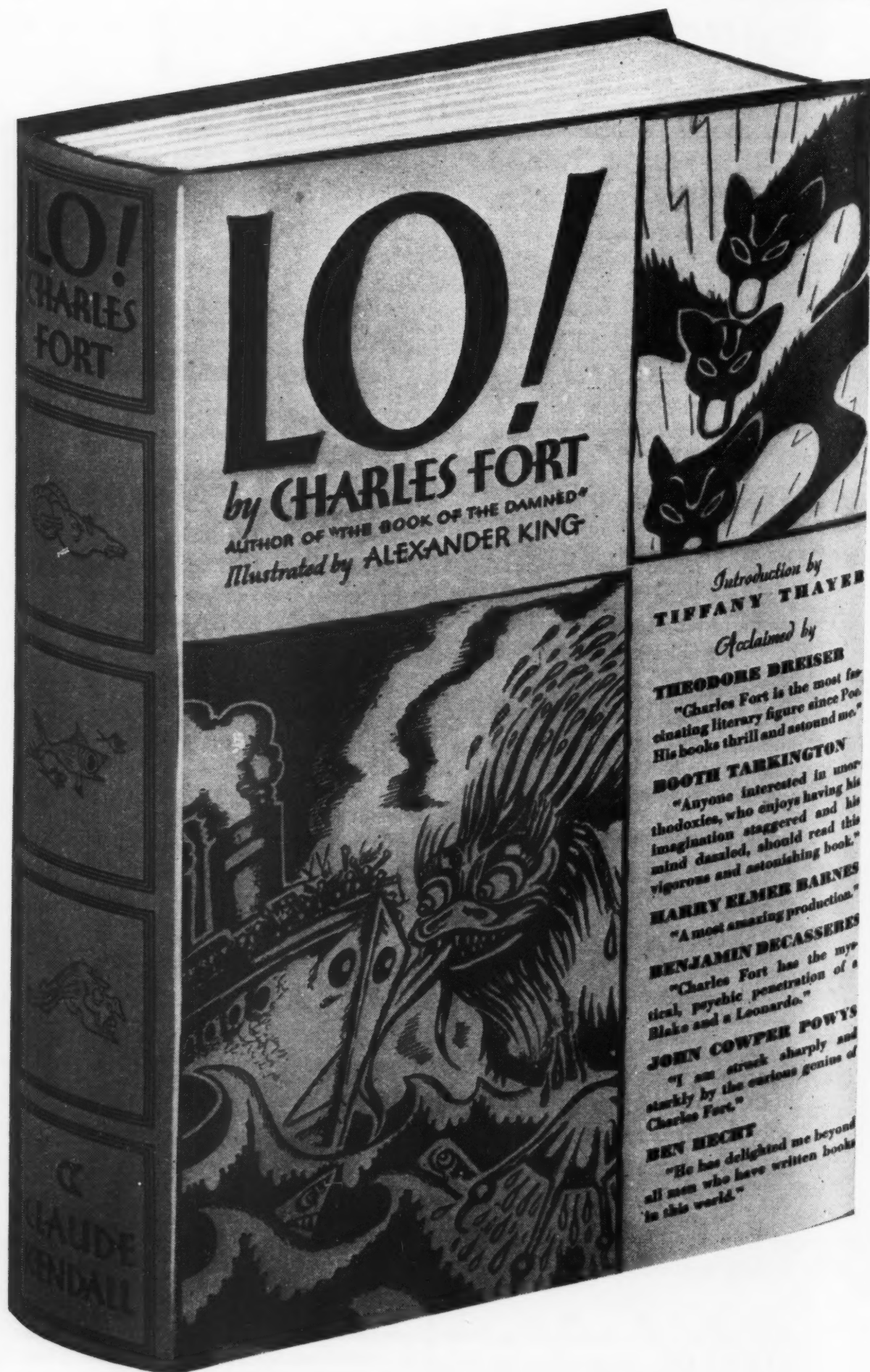
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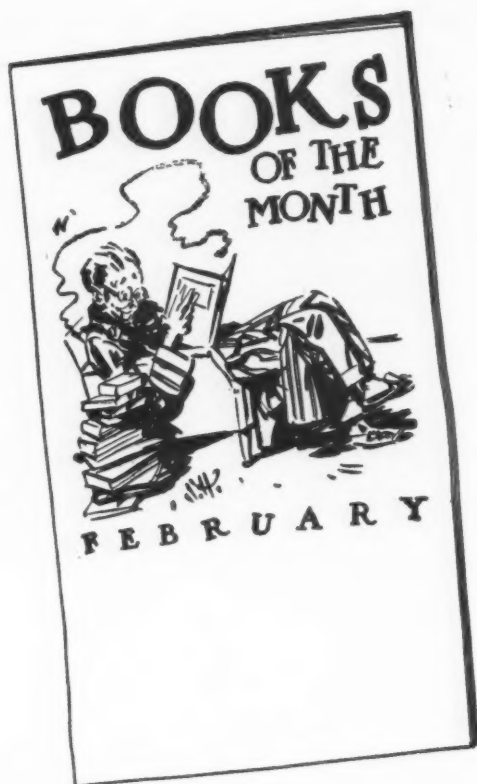
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THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, FEBRUARY 7, 1931

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August Gehrs

*Sales Manager of Harcourt, Brace and Co.*

*A Salesman's Salary, Commissions and His Expense Account Are Most Perplexing Problems Both for Himself and His Sales Manager. Mr. Gehrs Discusses Some of the Difficulties Existing in Arrangements Between Manager and Salesman, Manager and Publisher*

THE question has been asked, "Why send a salesman when traveling costs are so high?" Any sales manager can answer that question because he can easily recall the attempts he has made to get orders by mail and the disappointing results. Apparently a buyer receives too much mail matter to be influenced by a special offer of discounts and terms received in the mail, or he may feel the advice of a salesman is essential in helping him make up his order. In any event, a publisher would not be justified in putting a book to press if he depended on the mail orders received from such a method of selling.

Selling costs have increased materially in recent years because of many factors over which the publishers have had no control. The speeding up of transportation by train, boat and airplane has brought the consumer nearer to the center of the publishing world by hours and days. The demand for new books on the day of publication in every part of the country has changed the method of buying and selling. In the gay nineties the silk hatted ambassadors, representing the book publishers, leisurely traveled the country, entertained lavishly, lived at the best hotels, and sold a twelve months' supply to their retailers

or jobbers in most of the territory now covered two to ten times a year by the present day salesman. Twenty years ago Texas and the territory west of Denver was sold once a year, the South and the second cities of the Middle West possibly once in the fall. Such cities as St. Louis, Cincinnati, and Cleveland were sold once each season or no more than three times a year. Chicago, and the important jobber of the Middle West, was sold three or four times during the year.

Today the Pacific Coast is covered by resident salesmen who make numerous trips as far east as Denver, or is covered three times or more from the New York office. All other territories are sold from two to four times a year, and a city like Cleveland sees the same salesman from eight to ten times, and on almost every trip he is selling new publications. The hotel, railroad and all the day's expenses have increased materially until today a traveler pays for his room alone an amount greater than he would have paid for a much larger room and all the meals included if he had traveled the same city or town twenty-five years ago.

The depression of ten years ago was marked by the undigested inventories accumulated under the stimulation of war

time demands. The correction of this condition led to a widespread movement for hand to mouth buying. Started by department stores, it spread to retailers generally. Its advantages are obvious, but it has its drawbacks. The fall stock order from booksellers is not the affair it used to be. Dealers love sales, particularly in staple items. The life of new books tends to shorten. The booksellers' cost of transportation is increased. The publisher's salesman has to time his visits to the buying habits of his customers. It might be questioned if the percentage of dead stock at the end of the year has decreased sufficiently to compensate for these expensive tendencies. At any rate, the publisher must consider the increased cost of more frequent selling trips, with a much larger sales-staff, in adjusting his list prices, his discounts, and his general policy of trade cooperation.

A salesman's salary, commissions and particularly his expense account is the most perplexing problem for both salesman and his sales-manager and no arrangement seems to meet with full approval of both.

- 1—If a salesman pays all his traveling expenses and receives his salary and expenses from a fixed percentage of orders written up, accepted, and shipped, there is a tendency to stack books up in the bookstores regardless of whether they can be sold or not.
- 2—If the percentage under such an arrangement is applied to the total net ledger amounts in his territory, he is inclined to "hit the high spots" and balks at having to spend out of his own pocket, money necessary to cover the less promising places properly. Both these arrangements involve much bookkeeping, lead to tangles, misunderstanding and dissatisfaction.
- 3—Unless the individual salesman has a voice in the selection of manuscripts or expenditures made, any arrangement for a percentage of the net profits of the business to provide for salary, expenses, etc., does not work out satisfactorily.
- 4—Some houses allow a fixed amount for each day or week while traveling—I believe this, sometimes, leads to extra

days in traveling and a vacation at the firm's expense.

- 5—A commission applied to an amount above a certain net figure for a particular territory, does not give the sales-manager enough leeway in covering the territory without a difference of opinion with the salesman whose income is involved.
- 6—A salary without a commission arrangement and the firm paying all traveling expenses leads to covering the territory in a most careless manner and develops mere order-takers.
- 7—A salary sufficient for the salesman to live comfortably, with all traveling expenses paid and a commission to encourage him to try to do better work, is, perhaps, the best solution to this problem.

The firm first determines the minimum amount of business necessary to pay all departmental expenses—net sales beyond this are subject to a commission set aside for the salesman. A smaller percentage is also applied to special sales and added to this amount. This commission is then divided in accordance to the value of the men and their territory in somewhat the same ratio as the salaries paid them. This plan also makes for better team-work and better cooperation between salesmen and sales-manager.

The publisher in attempting to keep his sales and other expenses under control brought in a systematizer or accountant. His first suggestion was an itemized expense account for the salesmen. Bookkeepers are made and salesmen are born in my humble opinion, and more than one salesman became an expert bookkeeper and nothing more than an order-taker in trying to remember to keep his detailed record of expenses. I had occasion to convince a director of the house I once traveled for that it was a waste of time and sales-effort to itemize each and every expenditure, and so drew up an expense statement in advance of a trip to prove my point. This statement was acceptable, but later when compared to the actual cost of the trip proved to be greater by many dollars. I have found four items of an expense report, namely Railroad, Hotel and

Meals, Baggage, and the crime column Incidentals, are sufficient to remind the salesman constantly that he is spending money that must be accounted for upon his return to the office, and I believe results in a more honest statement of the expense that should be charged to his house. Some publishers demand an expense statement each week and then they forward a check to replace the amount spent. This seems unnecessary, particularly when the salesman may be traveling a great many nights on sleepers and Sunday is his only day to finish up his letter writing and clear up the details of his trip to that day. A final report showing the amount of money spent, divided by the number of days traveled, will give the expenses per day, and the ratio of cost, not including his salary or commission, to the total amount of business written up as shown on his order book will give the percentage of costs. This should give the sales manager a quick answer to "Did it pay to make the trip?"

Money wasted on getting sales, too frequently is due to the inexperience of the sales manager. Manufacturers of breakfast foods or hardware pay handsome salaries to qualified sales managers, while book publishers seem to consider a sales manager's position as one of minor importance and will often pay an editorial man twice the amount in salary. How many sales managers of book publishers are capable of planning sales for the line laid out for them to sell and of determining what amount of business can be had in the small towns and big cities? How many towns

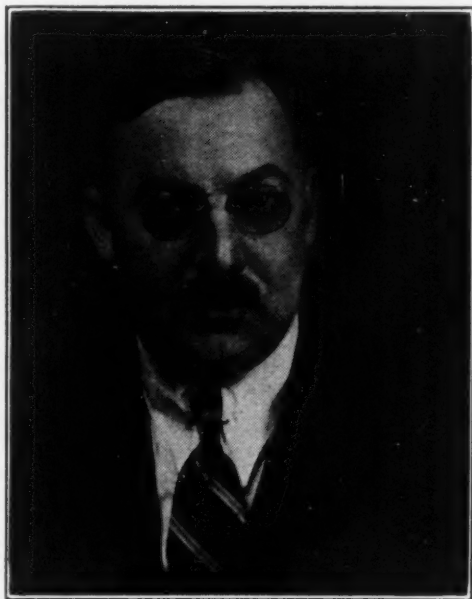
or territories are traveled out of habit and not because a closely calculated estimate has been made to determine the amount of business to be written up? Only a man of selling experience can decide what towns can be profitably covered, how many

times he can send his salesmen into the territory in a season, what his sales percentage should be, and finish his selling season within his budget and show a profit on the percentage allowed him.

The impression that a new book by an important author sells itself is a hoax, for sales plans for an important book should be laid even more carefully than for ordinary titles, and the trade should be prepared for a large sale before the date of issue. Editors have been confused and annoyed because bigger sales were not made

for their pet book, but did they discuss the sales possibilities with their sales managers before granting an excessive advance to the author? If the sales manager is qualified to discuss such a problem, should he not be the one person to sense the sales possibilities because of his contact with the distributors, and particularly to know what his sales staff can sell? A salesman's contact with the editorial as well as the publicity, promotion and advertising departments should be arranged by the sales manager so he is fully equipped to sell not only the jacket, but also what is between the covers of the book.

All this reflects on the cost of sales and a capable manager can make his department either an expense or a profit to the business.



*August H. Gehrs, well known to the entire trade and first president of the Associated Book Travelers' Association*



# Book Interest in Texas

Elizabeth Howard West

*Librarian, Texas Technological College, Lubbock*

**L**IBRARIES have doubtless played a large part in developing the book buying habit in the Southwest. A North Texas bookseller who was afraid the opening of a public library in his home town would hurt his business found to his surprise and delight that it rather helped him to sell more books.

The first Carnegie grant was made about 1900; the first Carnegie library was opened about the same time; about fifteen or twenty such grants were made in the period before they were discontinued. One of these Carnegie buildings—Houston—has been replaced by a beautiful municipally-financed central building and several branches. The same thing has happened in San Antonio, whose new central building is under construction; some of the branches are finished and in use. Dallas also will get a share of a large municipal bond issue. Public library service in Fort Worth and Waco, as in several of the smaller towns, began in earnest with the Carnegie grants, but this had been led up to by private enterprise, usually of a woman or group of women.

The clubwomen's efforts, together with the Texas Library Association activity, led in 1909 to the passing of the State commission law. The State Library was made a separate state department and was constituted the executive staff of the Texas Library and Historical Commission. The commission's influence has helped library extension. It cooperated with the clubwomen and with the Texas Library Association, itself largely due to clubwomen's influence, to pass the county library law. There is now a state organizer, who is intensifying the state library influence.

The first county library was organized in 1920; there are now about ten. They are broadening the scope and extent of public library service and increasing the use of print very significantly. The growth of school library book collections is a signifi-

cant recent development. The State Department of Education has done much here in stipulating that schools desiring to be accredited must have a collection of books of a certain value and must spend so much per year to build up the collection. The Department also makes certain book collections a prerequisite for the granting of state aid; this, of course, affects many rural schools, too undeveloped to hope for accreditation.

Now comes the Association of Colleges and Secondary Schools of the Southern States with a set of library standards going further in requirements of member high schools than the State Department does; and its requirements are stirring up more interest in real school library service than ever has been known in Texas. Whereas eight or ten years ago we could find only fifteen or twenty high school librarians, we find more than a hundred now.

College attendance has grown rapidly in Texas, as all over the country. More high school graduates are turned out each year; and a large proportion of them go to college. I recall that in 1900, when I was a student at the University of Texas, we grew wildly excited when the Main University and the Medical College together reached an enrollment of 1,000. The Main University alone now enrolls about 5,000 to 6,000 students in the "long session." Our college—the Texas Technological College—reached a total of 1,045 in its first long session; in the course of last year, its fourth, we enrolled 2,088; this year we reached a total of 2,279, by mid-year. The significance of these figures becomes the more apparent when one considers that Texas has now two State junior colleges, one senior college for women, and seven teachers' colleges, more than were in existence in 1900; not to mention the forty-odd junior colleges, public and private; Rice Institute, a privately endowed institution, established since 1900; about fifteen

accredited denominational senior colleges, at least one of which has been founded since 1900. The public junior colleges, too, have all come into existence since 1900.

College attendance is bound to influence some of its students toward book reading and book collecting. There is in Austin a little bookshop just south of the University campus—"The Personal Service Bookshop"—where I noticed last year students seemed to love to gather. There is a larger shop—"The Texas Book Store"—just west of the Campus, side by side with the "Co-op." All three seem to be doing well. Downtown, Gammels, Everybody's, Scarbrough's Book Department keep going. Senator Mayfield's son, John, began collecting while an undergraduate university student. There were, as I remember the university four years ago, a number of other book-loving, book-collecting youngsters among the Campus "intelligentsia." Doubtless the same thing is true of other college communities. Here in Lubbock there is a decided "book consciousness." But the great trouble, because it seems typical, is the lack of bookbuying facilities.

My former experience as a small book-

seller has shown me the importance of better book distribution facilities in the Southwest. If one could be reasonably sure of getting prompt book service from Dallas one could build up good business with a small capital and small stock, and there would be more bookshops, big and little, especially little—much needed in Texas. But except for Macmillan items, one cannot be sure of getting trade books in Dallas; if one takes a chance, and orders from the Texas News Company, the only large trade jobber, one runs the risk of losing, rather than gaining time.

In the case of textbooks, the case is better, for Allyn & Bacon, the American Book Company, D. C. Heath & Co., Ginn & Co., have Dallas branches. The Houghton Mifflin Company has an educational office there; but it does not stock trade books. In the case of the other publishers, who are supposed to have stocks in the two depositories—The Hugh Perry and the Lone Star depositories—you never know about textbooks or reference books, any more than you know about trade books from the Texas News Co. The Southwest badly needs the interest of publishers as far-seeing as Macmillan.

## The Southwest in Publishing

"CORONADO'S CHILDREN," by J. Frank Dobie, which was chosen by the Literary Guild of America as its February selection is published by the Southwest Press of Dallas. This is the first time a volume of a Southwestern author has been selected by one of the national monthly book clubs and the only time in the history of the clubs a book has been chosen from the lists of any publisher outside of New York and Boston.

"Coronado's Children" is probably the most completely Southwestern volume yet to appear in the United States. Not only has it been written by a native Texan and published by a Southwestern publisher, but the illustrations have been done by a native artist as well—Ben Carlton Mead.

P. L. Turner, president of the Southwest Press, is a native Texan who has

been twenty-seven years in the book business, in the Southwest. It was early apparent to him that good books pertaining to the history of this State were all too scarce. It was his ambition to publish a history of the State and to see this history taught in the high schools. These two ambitions have been realized in the publication of Dr. Eugene C. Barker's "History of Texas."

This was the real beginning of the P. L. Turner Company, Publishers, three years ago. The Press is discovering new Southwestern authors with real ability and makes every effort to select for publication books having a permanent value.

The Southwest is a fast developing book market. The Press feels that it has a great opportunity in establishing a publishing house in this section, the booktrade, libraries, schools and colleges giving it daily evidence of their cooperation.

# Senate Considers Copyright

*The Vestal Bill, Fought by the Broadcasting Interests, Has a Lively Two Days' Hearing Before Patents Committee*

**A**S the Vestal Bill proceeded into the Senate, after its passage in the House on January 13th, the outcry of the broadcasting groups against such legislation reached a point where the Patents Committee felt called upon to make arrangements for more hearings and these took place on January 28th and 29th. Those who opposed the bill or who wanted amendments were heard on Wednesday and those in favor of the bill on Thursday. No prophecy as to the action of the Committee can be made until they have a chance to consider all the opinions and amendments when printed.

## General Arguments

The broadcasters based their chief arguments on the impracticability of dating copyright from the creation of the work, or "automatic copyright," as it is also called. They argued that this provides an undisclosed monopoly and that without compulsory registration and printed notice they would not be able to avoid infringement. The sponsors of the bill have pointed out that the theory of an automatic copyright is the only theory of the nature of literary property that can be considered adequate in constructing a modern copyright law, and that the use of this theory instead of being a difficulty insures a gain in the completeness of the records available. It has also been argued that under this bill, with copyright beginning at creation, the moment the owner of copyright, author or otherwise, began to put that material to use an assignment had to be made and recorded in Washington in order to protect against infringement and it also has been made by this bill equally desirable to print notices on the published material. Under the present law, there is no such thing as an innocent infringement, but in the new bill, if the infringer can prove himself innocent, there is no fine beyond the ordinary value of a license, small in the case of the broadcasters.

The Broadcasters' Association, through its attorney and officers, put into the records its opinion that it did not at present have to pay for any literary material and did not want to do so. It is not today the actual practice to avoid payments but the present law does not make it necessary for the broadcasters to pay.

The arguments for freer importation of English books was presented by Thorvald Solberg, who offered an amendment supported by Dr. M. L. Raney, Librarian of the University of Chicago. The case for the right of the English author to assign an exclusive American market was presented by Frederic Melcher for the Bureau of Copyright of the National Association of Book Publishers. The Book Publishers were also represented by their attorney on copyright, Walter Wiechmann of Sullivan and Cromwell. Russell Doubleday of Doubleday, Doran and Arthur M. Chase of Dodd, Mead attended the hearings.

## The Committee Sits

These discussions which may have so much to do with the possibilities of America entering finally into the International Union were held in a small audience room on the second floor of the Senate Office Building, which was, for the two days, crowded with representatives of the interests involved. This room, whose windows opened out on the quiet court of the Senate building has the dignity of marble and mahogany appropriate for a Senatorial background. The long table with characteristic furnishing of a conference room, runs lengthwise to the big mirror and mantle at one end of the room. There sat the Senators of the Committee at one end, the official reporters at the side, public reporters at the foot, and along either wall, chairs for the spokesmen of the interests about to be called. Senator Waterman of Colorado, Chairman of the Committee sitting at the head of the table gave sharp incisive directions to those in attendance,



calling for brevity and promptness, and keeping the spokesmen constantly to schedule so that everyone might be heard within the allotted time. Occasionally when some speaker became embarrassed by the shortness of his allotted time, another representative, who had the same point of view, would contribute some of his allotted time.

At Senator Waterman's left Senator Hebert of Rhode Island was usually seated, a tall distinguished lawyer with a quick mind and a keen interest in all that was said. At his left sat Senator Goldsborough of Maryland, a courteous and competent Senator, who had made himself fully cognizant of the problems of the bill. At the Chairman's right sat Senator Dill, aggressively antagonistic to the legislation and centering his principal criticism at the points which had been raised by the broadcasting Association. Whatever the findings of the Committee, Senator Dill may carry opposition to the floor, although this cannot be foretold exactly.

Next to Senator Dill were seated the two leaders from the House who have valiantly carried forward the fight for copyright progress, Congressman Vestal of Indiana and Congressman Lanham of Texas. It will be these two gentlemen who will undertake the adjustments in conference if the Senatorial Committee decides on amendments. Still further down the table were visiting Senators, Senator Cutting of New Mexico, well-known to the book-trade because of his most able fight last year against censorship provisions in the postal law, and beyond him Senator Wagner of New York who, because of his interest in this subject, has made an intensive study of the problems of copyright and is likely to be an able proponent of the theories of the bill when it appears on the floor of the Senate.

#### Radio Interests Sharply Object

The radio opposition, which was by far the most extensive, was first presented by William S. Hedges, Chairman of the Executive Committee of the National Association of Broadcasters, representing 136 stations. He claimed that his chief objection was against automatic copyright. He stated that the broadcasters were paying the composers \$1,500,000 a year. Afterwards he had to revise this figure to

read \$770,000. He did not, however, object to composers being joined in an association to collect for the public performance of music. He was followed in a long argument made by Louis G. Caldwell, Counsel for the National Association of Broadcasters. He also was against automatic copyright and also claimed that notice of copyright was an absolutely necessary provision if broadcasters are to be protected against blackmailing by the music "racketeers." He quoted from a statement of Thorvald Solberg that the secretary of Berne said that we could enter into the Berne Union without changing our present law but that it could be changed afterwards. This opinion was afterwards questioned by the attorney for the Authors' League. Caldwell said that his client now had three societies to deal with in paying for music and it was difficult to tell what was in the public domain but with literary work he said they could use what they pleased under the present law without payment although he did not say that they were using what they pleased. He was not against divisibility of copyright but in a further discussion of the Union stated that, as we were the most important market in the world for literary and musical material, we should have some rights as to the conditions under which we enter the Union. He favored entering under the Rome Convention while the Vestal Bill provides for entering under the Berlin Convention.

Senator Dill suggested that there ought to be an amendment board to arbitrate the use of material over the air as there is a board which settles difficulties about the use of the air itself. Mr. Caldwell offered numerous amendments; he had an objection to the broad scope of copyright outlined in Section 1; he had no amendment ready to eliminate automatic copyright although he opposed the system; he asked for copyright on broadcasting programs and finally objected to the infringement section.

Continuing the argument of the broadcasters, Frank Scott, counsel for the Radio Manufacturers' Association, claiming that it employed 500,000 people, protested against collections of music fees from the smallest consumers. The point of view of his group was slightly different from that of the broadcasters but in general they had many points in common.

**Mr. Solberg Offers Amendments**

Thorvald Solberg, former Register of Copyrights, offered four amendments, the principal one being that which would allow direct importations by individuals of all English books instead of the bill's provision which states that in case an English book has been assigned here, manufactured and registered here that the individual buyer would have to ask the permission to import of the publisher who had purchased the American market who must either provide the book itself or give permission for its importation. Mr. Solberg also claimed that affidavits of American manufacture were entirely useless and the bill should be amended so that they should only be filed in case a suit in court is brought. He also criticised the provision that stated that "a person coming into the country can only bring in five of such works at any one time"; it was explained afterwards, however, by Representative Latham that the wording was not clear according to the House Committee's intention and a rewording was to be inserted covering Mr. Solberg's point. Dr. C. C. McCracken also spoke on importations; and H. H. B. Meyers of the Library of Congress, while praising the best of American printing, affirmed that English editions were better made, more perfect and lower-priced. Dr. M. L. Raney librarian of the University of Chicago, supported the amendment presented by Mr. Solberg.

**Winston Enters Objections**

William Ziegler, Vice-President of John C. Winston Company, who has spent much time in Washington during the last month working against the bill claimed that the majority of publishers did not know anything about the general contents of this bill and that they would not favor it if they did. He said that his firm did a business of between four or five million a year and paid \$150,000 a year in royalties. He was against any change of term and against automatic copyright. Mr. Ziegler believes that an extension of term decreases the amount of material in the public domain available for the use of readers and that automatic copyright would make search for the rights of material in the public domain very difficult.

**Authors Present Their Case**

On the second day, Thursday, it was arranged that those favorable to the bill should be heard. The Chairman first called on William Hamilton Osborne, himself an author and also attorney for the Authors' League, which has had so much to do with the drafting of the bill. Mr. Osborne went into the details of the need of automatic copyright and the importance of entering into the International Union. Questioned by Senator Dill, he discussed the difference between the Rome and the Berne Conventions and explained that the Authors' League preferred that we sign the earlier agreement. Senator Dill also questioned him closely about the need of notice of copyright, and Mr. Osborne pointed out that no one as yet has been able to think of any system without formalities which would enable authors to have international arrangements for mutual protection. Following Mr. Osborne came Chester T. Crowell, who told of the author's trouble under the present law.

Representatives of the American Society of Composers and Publishers, who control public performance rights of music and whose field of action had been chiefly under fire by the broadcasters were heard next. Gene Buck, well-known composer, was the first spokesman, and he protested vehemently against the unfair practices of the broadcasters and the unreasonableness of their attack on the producers of music. He pointed out that one broadcasting system alone with its interlocked stations received as much as \$14,000 an hour for time.

An important contribution to the discussion was made by Otto C. Wierum of the New York Bar Association and Chairman of its Committee on Copyright. He pointed out that the reason that nations have adopted the plan of copyright from creation or automatic copyright was because no student of copyright has yet conceived any other plan that so clearly represented the true character of literary property.

**Publishers Present Case**

The National Association of Book Publishers argued against the theory presented by Mr. Solberg (that the right of geographical assignment was a handicap to international book distribution) and stated that



English authors as well as American should be protected in that right if they chose to exercise it. He stated that insofar as book publishing was concerned, there would be as complete use of notices of copyright on books sold in this country as ever before. To the question of length of term he gave special emphasis because of the fact that Senator Smoot has introduced an amendment in the Senate calling for a term of seventeen years instead of fifty-six. By books shown to the Senators Mr. Melcher showed that if what Senator Smoot feared was that extension of term would add to the cost of the book, it could be proved conclusively that books on the ten cent, fifty cent or dollar counters were as likely to be books bearing royalty as books from the public domain. This, it was explained, is due to the fact that when a book is controlled by the author or his representative larger printings are made under one order with resulting economies that offset the amount of royalties. He also pointed out that if Senator Smoot in adopting the seventeen year term was trying to put literary material on a par with patents he had a mistaken conception of the effect of copyright; because, while the patent on some adjunct to a piece of machinery might, if withheld from common use for a long term of years, delay further progress in that class of machinery, the publication of books, on the contrary, encouraged other writings.

#### Labor Favors Unamended Bill

Michael Flynn, speaking for the International Printing Trade Unions, argued that Labor was the only group represented that was voluntarily surrendering a privilege for the good of the cause of copyright. He said that the printers had endeavored to be public-spirited in relinquishing the manufacturing clause, which had meant a good deal to them, but that they would look with grave doubt on any amendments, especially those that affected the manufacturing and importation clauses. He pointed out that in the House every single hostile amendment had been defeated, and he believed that nine-tenths of the opposition raised against this Bill had already been met in amendments made.

The National Publishers' Association (periodicals) went on record as favorable

to the Bill through George Lucas, its Executive Secretary; and Mr. DeWitt, lawyer for the Condé Nast interests, suggested an amendment to Section 60, so as to permit the copyright of photographs of styles, though not a copyright of style designs which come under the Design Copyright Bill.

#### A.L.A. In Support

The American Library Association recorded itself as being in favor of the Vestal Bill through Carl L. Cannon of the New York Public Library, Chairman of the librarians' Book Buying Committee. He especially emphasized the need of international copyright. He believed that the description of difficulties in the way of an individual's importing under this Bill had been overestimated. Several organizations, he reported, considered this provision but would not present an argument that would in any way handicap the passage of the Bill, as they felt that the point was not important enough to be used to endanger the progress of international copyright.

For the State Department Wallace McClure presented the idea that it would be better to have the Bill dated earlier than July 1st, as the making of treaties with other countries would take more than a month's time.

The Motion Picture Producers and Distributors of America, who, since the beginning of the movement for revision have been among the more active and constructive workers, presented their arguments for the Bill through Arthur Weil, the well-known authority on copyright law. Mr. Weil's calm and competent presentation of the whole picture made a strong impression on the Committee and must have changed their opinion about the need of many of the amendments that have been suggested. Mr. Weil was followed by Louis Swartz, special attorney for the Hays organization, whose brilliant outline of the whole situation and whose clear and incisive replies to every attack that Senator Dill made did perhaps more than any other one thing to bring the hearings to a close with the feeling in the proponents' mind that there was a fair chance that the Committee would make a favorable report to the Senate.



# THE Publishers' Weekly

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*I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.*

—BACON.

## The Traveler Sets Forth

**W**HEN the booktrade and other industries were faced with the slump of 1920, and the publishers were girding themselves for new efforts to emerge from the temporary difficulties into a broader program for book distribution, it was the men in the field, the traveling men of the publishers, who were first called on to carry the new gospel and to supplement their day-by-day efforts to sell their own particular titles with a more general effort to interpret the general trade situation and to point out to the bookseller co-operative ways by which conditions could be improved. The first Book Week campaign and the subsequent spread of this campaign idea into a Year Round Book-selling Campaign was explained from shop to shop until the store managers began to see in their own stores opportunities to use the ideas that had come to them from association headquarters.

Again, ten years afterwards, our trade and other trades were in the doldrums in one of the cycles of depression which we thought we had eliminated, and, as the men start out this year, they have again the difficult but extremely important responsi-

bility of carrying the word of confidence as well as new ideas to buyers and store managers who may have become discouraged by the complexity of budget balancing. Favorable to this effort will be the assurance that few booksellers are now overstocked and they can look on new merchandising ideas with an open mind. Favorable, too, is the fact that so many publishers have saved over for their spring lists some of their most substantial and promising books.

As sales campaigns develop and the responsiveness of the public is better demonstrated, booksellers can move on to new efforts and new buying, and it begins to look as though the spring would soon take an upward curve from last year, giving a feeling of growing confidence and fighting power.

## When Celebrities Come

**U**NDER the careful encouragement of publishers many authors and lecturers have been increasingly helpful in promoting the sale of their books by appearance in bookstores throughout the country. Sometimes such appearance is timed with a trip for other purposes, sometimes it is specially undertaken. When specially planned, the publishers have often been willing to pay the expenses of such trips, not wholly for the sales immediately produced but also to increase the interest of the public in a particular book or some other books of the author. Usually such appearance is accompanied by newspaper publicity which affects all the bookstores in the city where the story appears and which has its reverberating effect in other places.

The task of the publisher in arranging such trips is not an easy one, as not all authors like to have their time so infringed upon, and many are averse to engagements which may imply that they must wield their pens for an hour or so in autographing books. The bookseller's problem is not an easy one, as when such a visit is made to his store he must be sure that enough publicity is given to assure a crowded reception and without very careful preparation this cannot be certain except for the most striking and currently interesting personalities. If a man as much in the public eye as Admiral Byrd should come to a bookstore, a crowd would fol-

low, but Byrd's managers have to protect him this season from any such appearances, as he is so much a national figure that if he should visit one bookstore he might feel that he had to visit many.

The need for impartiality in such a case becomes apparent, but if impartiality is to be insisted upon on every occasion of a local appearance of every author, the whole system breaks down, and the trade may as well be resigned to having less of this kind of book talk. Booksellers generally recognize this, and it is better to let each bookseller make such plans as he may, realizing his competitor is doing the same, and that any visit of an author to his city will help all the shops. If Mr. A visits Store No. 1, Mr. B may visit Store No. 2, but if both Mr. A and Mr. B are required to visit every store in town, neither one of them will visit the city.

The whole question of guiding such publicity is such a delicate matter that it must be viewed as a cooperative enterprise, and booksellers must work together or else the whole plan will have to be abandoned.

### Who Buys an American Book?

THIS hundred-year-old slur of Sidney Smith has lost most of its sting, and just when an American writer has for the first time received the Nobel Prize we should be feeling rather confident about American books. However, the American publisher and author still look with interest at any signs of increased attention to American books in England, and with that in mind the *Publishers' Weekly* has checked over the list of Best Sellers in the *Publisher and Bookseller* in London as covering the year 1930. According to this record, gathered from many booksellers, 155 books—fiction and non-fiction—were mentioned more than once in the booksellers' monthly report of best sellers. Of these 155 books, 10 were by American authors, and one of the ten was the Page Letters, which has been issued in the new edition. Of the others, Wilder's "Woman of Andros" is the first title to appear. It is in twenty-first place. In forty-third place comes Marc Connelly's play, "Green Pastures"; at sixty-second place, Dreiser's "Gallery of Women"; in eighty-fourth place, Edna Ferber's "Cimarron"; in ninety-sixth place,

the Page Letters; ninety-eighth place, Anne Douglas Sedgwick's "Philippa"; and further down the line, Hackett's "Henry the Eighth"; Hergesheimer's "Party Dress"; LaFarge's "Laughing Boy"; Gaston Means' "Strange Death of President Harding."

### Forty in Every Hundred

THE census takers of 1930 were requested to learn how many radios there were in our American homes, and some people have questioned the fairness of having these census takers serve one particular industry. But the figures will be watched with interest. The first report comes from the state of New Hampshire, where there are 119,660 families. The average number of persons per family, which means the number of groups in a house or of inmates in an institution, is 3.9. And the number of families reporting radio sets is 44.4%.

Perhaps in another decade we can persuade the census takers to count up the number of bookcases. This might not show as high a percentage, but it would be an equally interesting study, and it might give publishers and booksellers a new incentive.

### Censorship Bill

THE Burchill-Post Bill, (sometimes called the Ernst Bill because it was drafted by Morris Ernst) an Act to amend the penal law, in relation to establishing a procedure for prosecuting violations of the law forbidding certain obscene publications, was introduced in the New York Assembly at Albany by Langdon W. Post, in January, 1930. It was read again in Assembly on January 13, 1931, and referred to the Committee on Codes. This amendment provides that the distributor shall be held responsible for the contents of the questioned (obscene) book unless the publisher can be produced in court and the distributor is willing to take the stand against him in which case the responsibility for a violation of the law, and for the defense of the book, is shifted to the publisher. Mr. Post discussed this amendment in full in the *Publishers' Weekly* of February 8, 1930.

# Price Maintenance Bill Passes in the House

*Heavily Amended, the Long Debated Capper-Kelly Bill Is Now Up  
to the Senate*

(Italics show amendments and brackets an elision.) BE IT ENACTED BY THE SENATE AND HOUSE OF REPRESENTATIVES IN CONGRESS ASSEMBLED

That no contract relating to the sale of a commodity which bears (or the label or container of which bears) the trade-mark, brand or trade-name of the producer of such commodity, and which is in fair and open competition with commodities of the same general class produced by others, shall be deemed unlawful, as against the public policy of the United States or in restraint of interstate or foreign commerce or in violation of any statute of the United States, by reason of any agreement contained in such contract, *but no such contract shall authorize the producer or manufacturer or packer giving a trade-name, brand or trade-mark to any commodity to fix or prescribe the retail prices of such necessities of life as meat and meat products, flour and flour products, agricultural implements, tools of trade, canned fruits and vegetables, all clothing, shoes and hats.*

That the vendee will not resell such commodities except at the price stipulated by the vendor *and or that the vendee will require any dealer to whom he may resell such commodity to agree that he will not in turn resell except at the price stipulated by such vendor or by such vendee, which price shall have been printed in plain figures on the original label or identifying device on such commodity.*

Section 2. Any such agreement in a contract in respect to interstate or foreign commerce in any such commodity shall be deemed to contain the implied condition—

(a) That during the life of such agreement all purchasers from the vendor for re-sale at retail [in the same city] or town when the vendee is to resell the community] *[or for delivery after such resale]* shall be granted equal terms as to purchase

and resale prices.

(b) *That the vendee may sell at a price below the stipulated resale price which yields not less than 20 per cent over the actual bonafide purchase price paid by him.*

(c) That such commodity may be resold without reference to such agreement

1. In closing out the owner's stock for the purpose of discontinuing dealing in such commodity or of disposing, toward the end of a season, of a surplus stock of goods specially adapted to that season;

2. With notice to the public that such commodity is damaged or deteriorated in quality, if such is the case; or

3. By a receiver, trustee or other officer acting under the orders of any court or any assignee for the benefit of creditors, or

4. *When it is necessary to the conduct of the business of the owner either because of excessive inventory or because of insufficient funds or credit, or*

5. *If after the vendee gives notice to the vendor containing such a statement of the quantity and condition of the commodity and the cost thereof, less transportation costs paid by vendee, if any thereon, the vendor fails within ten days to repurchase such commodity at the cost price, less a reasonable adjustment for deterioration in quality, if any. For the purposes of this section, notice served by registered letter mail to the vendor shall be sufficient and such period of ten days shall run from the delivery of the letter to the vendor.*

Section 3—Nothing contained in this act shall be construed as legalizing any contract or agreement between producers or between wholesalers or between retailers as to sale or resale prices.

Section 4—As used in this act.

1. The term producer means grower, packer, maker, manufacturer or publisher.

2. The term commodity means any subject of commerce.



# Who's Who Among the Travelers

## The Abingdon Press

### Travelers:

HARRY F. KEISER (New England).  
W. N. EDWARDS (East).  
W. C. PRICE (West and South).  
J. J. RITT (Michigan).  
E. R. HENDRIX (Chicago and North West).  
C. B. PENNEY (Northwest).

## Henry Altemus Co.

### Travelers:

A. M. MACMILLAN (Pacific Coast and principal cities of West and East).  
B. F. KLINE (Southern States, and N. J.).  
C. B. NOURSE (New England, New York, Pa., Ohio, Maryland and West Virginia).  
GEORGE B. METZGER (Mid Western States).

## American News Company, Inc.

### Travelers:

MILTON G. LANPHEAR (New York City and Brooklyn, large accounts).  
ALBERT I. SCHWARTZ (New York City Brooklyn and Richmond).  
CLARENCE METZ (Brooklyn and Queens).  
RAYMOND B. MCGOVERN (Bronx and Westchester).  
A. W. McCONKEY (New Jersey).  
ROBERT F. BURNS (Long Island and Connecticut).

## American Technical Society

### Travelers:

D. N. MCCARL (Eastern, Southern and Mid-Western territory).  
R. O. BALDWIN (Pacific Coast).

## D. Appleton & Co.

### Travelers:

G. E. CURRAN.



HOWARD W. COOK

*Representing Cosmopolitan Book Corp.*

Howard Cook joined the Cosmopolitan Staff on the first of January this year. Formerly he traveled for Reilly & Lee Co. and later for A. A. Knopf, Inc. The smaller towns in the Middle West will be his territory this year.



W. H. DAVIES

*Representing Several Religious Presses*

Mr. Davies represents a fine combination of publishers. He seeks business for the Association Press, The Womans Press, Beacon Press, and others. He is also a contributor to the *Publishers' Weekly*.

EMIL HEIKEL.  
R. A. MACDONALD.  
E. C. ATHERTON.  
J. L. HAGAN.  
LEON WELKER.  
J. T. WITSIL.  
F. A. CLINCH.

RYERSON PRESS (Canadian Agent for  
Trade Publications).

**Association Press**

*Travelers:*

WILBUR H. DAVIES (East, excepting  
New England, Middle West and  
South).  
CARROLL C. WHITTEMORE (New Eng-  
land and Canada).

**The Baker & Taylor Co.**

*Travelers:*

THOMAS J. DORAN.  
HARRY HASS.  
E. F. LA FONTAINE.  
WILLIAM S. McKEACHIE.  
GEORGE F. RITTENHOUSE.  
F. J. SHORT.

**Barse & Co.**

*Travelers:*

WM. HALDANE (Large Cities, New Eng-  
land, Texas, New Orleans, Atlanta).  
WM. J. BARSE (Philadelphia, New York  
City, Pacific Coast).  
S. S. DIAMOND (New York City, New  
York State, New Jersey, Ohio, Penn-  
sylvania, West Virginia).  
H. A. PHILLIPS (South and Middle  
West).  
HORACE H. BARSE (New York City).

**The Beacon Press, Inc.**

*Travelers:*

WALLACE GRAY (New England).  
W. H. DAVIES (New York, Southern and  
Middle States).  
GEORGE J. WALLEN (Chicago).  
BERKELEY B. BLAKE (Pacific Coast).

**Blue Ribbon Books**

*Travelers:*

JOSEPH V. CARROLL (Principal cities  
New England and Middle West).  
JACK D. HURDON (New York, Philadel-  
phia, Washington, etc.)  
LLOYD PASSAGE (New York and outlying  
cities).  
WILLIAM POOLE (New York)  
DESMOND FITZGERALD (West of Denver).  
E. W. PORTER (Middle West).

JOHN C. VOSE (New England)  
JOHN HATFIELD (Middle West).  
CLARENCE E. JORDAN (Middle West).  
M. L. ARNALL (South).  
FREDERICK T. J. NOONAN (Middle  
West).  
HENRY HALL (Pennsylvania).  
R. U. CARRUTHERS (South).  
HENRY K. YOUNG (East).  
JOHN BURT (Long Island).  
E. KERRY (Westchester).  
H. BAUER (Massachusetts).  
MCLELLAND & STEWART (Canada).  
HENRY M. SNYDER (Far East).  
HARPER BROS. (London and Europe).

**Bobbs-Merrill Company**

*Travelers:*

HOBART T. OLSEN (New York, Boston,  
Philadelphia).  
R. G. BAKER (Chicago, Cleveland, Pitts-  
burgh, Rochester, Buffalo, Springfield,  
Washington, Baltimore, Trenton, Wil-  
mington, Detroit, New York City).  
L. W. HARVISON (Kansas City, South-  
west and Pacific Coast).  
A. H. HEPBURN (Middle West).  
VIRGIL STEED (Southeast and Atlantic  
States).

**Albert & Charles Boni**

*Travelers:*

PERCY A. LORING, Sales Manager (Phil-  
adelphia, Boston, Cleveland, Detroit,  
Chicago, Pittsburgh and the larger ac-  
counts in New York City).  
NATHAN BERLIN (New York City).  
WALLACE W. WACHOB (Pacific Coast).  
MELRICH V. ROSENBERG (Southern  
States, smaller cities of the Middle  
West).  
DAVID BUIST (Larger cities of the Middle  
West and New England).  
HENRY HORWOOD (Europe).  
GEORGE J. McLEOD (Canada).  
HENRY M. SNYDER (The Orient).

**Milton Bradley Company**

*Travelers:*

**NEW ENGLAND**

FREDERICK SPAULDING.  
CHARLES JORDON.  
W. R. BUKER.  
PHILLIP JAMES.  
CHARLES PAIGE.

**NEW YORK AND NEW JERSEY**

FRED IMHOFF.

W. L. MARTIN.  
FREDERICK FISCHER.  
WM. MCINNIS.  
WM. JOHNSTONE.

MIDDLE ATLANTIC STATES

WM. W. CONNER.  
FRANK AUSTIN.  
GEO. BRADY.  
WILTON CONNER.  
W. A. DOWNING.  
M. H. JOHNSTON.  
GEO. F. DUNN.

SOUTH

ROY CARTER.

NORTH CENTRAL STATES

HARRY NOTT.  
W. G. DIX.  
GEO. CAPPELLER.  
D. W. KONOLD.  
F. R. GIGAX.  
JOSEPH ROBERTS.  
ARNOLD CORNE.

PACIFIC COAST

L. VAN NOSTRAND.  
CARL JOHNSON.  
HARRY HALE.  
FRANCIS SLEEPER.  
J. VAN NOSTRAND.

Brentano's

*Travelers:*

BRETT STOKES (Pacific Coast).  
VIRGIL STEED (South and smaller cities of the Middle West).  
SAM L. CURL (New York City and large cities of the East and Middle West).  
MRS. C. GSOVSKI (Smaller accounts in New York City).

Brewer and Warren, Inc.

formerly Payson & Clarke, Ltd.

*Travelers:*

EDWARD K. WARREN (Vice-President in charge of sales).  
RAY J. WHITEHEAD (New England, New York and Pennsylvania).  
F. J. RUSSEY (Mid-Western).  
WILLIAM F. HOBSON (Pacific Coast).  
HENRY M. SNYDER (Orient).  
H. A. HORWOOD (Europe).  
THE RYERSON PRESS (Canada).  
JOHN T. FRENYEAR (South).

A. L. Burt Company

*Travelers:*

E. F. BURT (New York City, Brooklyn and Newark).

EDGAR W. POTTER (Chicago, Pittsburgh and large cities in the Middle West).

HARRY A. SMITH (Pacific Coast).

JOHN C. VOSE (New England, Philadelphia, Baltimore and Washington).

CLARENCE E. JORDAN (West and North West except Pacific Coast).

WILLIAM P. HALL (Pennsylvania).

R. U. CARRUTHERS (South West).

JOHN R. HATFIELD (Ohio, Indiana, Illinois and West Virginia).

F. T. J. NUNAN (Territory covered by New York Central and Lake Shore Railroads and Upper Michigan).

M. L. ARNALL (South).

HENRY K. YOUNG (New Jersey and Northern New York other than the towns on the New York Central Railroad).

GEORGE J. MCLEOD, LTD. (Canadian Agents).

HARRY BAUER (New York City and Boston).

E. A. KERRY (New York City, Bronx and Westchester Counties).

HARRY O. BURT (New York City).

J. P. GEISSLER (Chicago).

JOHN M. BURT (New York City, Brooklyn and Long Island).

Jonathan Cape & Harrison Smith, Inc.

*Travelers:*

JOSEPH CLARK.  
DAVID DUNLAP.  
KENNETH GODFREY.  
VIRGIL STEED.  
BRETT STOKES.

The Century Co.

*Travelers:*

JOHN F. WINTERS (Sales Manager).  
RAYMOND P. POGGENBOURG (Larger cities in East and Middle West; New York City).  
HUGH S. ELLIOT (Denver to Pacific Coast).  
GEORGE J. MCLEOD, LTD. (Canada).  
W. F. GOUBEAUD (South and Smaller cities in Middle West).

Chelsea House

*Travelers:*

S. S. THORPE (New England States).  
A. E. FROST (New York State and New Jersey).  
J. T. WILLIAMS (Pennsylvania, Ohio, Michigan).



N. A. ELLINGTON (Illinois, Wisconsin, Minnesota).

J. S. WHITHAN (Iowa, Nebraska, Missouri).

J. G. WILSON (Northwestern States).

M. J. HANCHETTE (Southwestern States).

B. B. FRANCIS (Southern States).

A. WHELPLEY (Missouri, Kansas, Colorado).

THOS. R. BEST (Pacific Coast States).

JOHN A. CHARLTON (Sales Manager, N. Y.).

Edward J. Clode

*Travelers:*

MICHAEL S. MILL (New York City, Philadelphia, Boston and New England).

PERCY A. LORING (Principal Mid-Western Cities).

E. K. BAKER (West Coast).

Cokesbury Press

*Travelers:*

JOSEPH V. PILKINGTON (Religious Book Trade).

CECIL D. JONES (Religious Book Trade).

Wm. Collins Sons & Co., Ltd.

*Travelers:*

D. CAMPBELL (New York City, Boston, Philadelphia, Baltimore, Washington).

A. E. FRAHM (South, New England).

GEO. SULLY (Middle West, East and Pacific Coast).

Columbia University Press

*Travelers:*

DONALD PORTER GEDDES (Sales Manager).

EDWARD A. NOYES

Congregational Publishing Society  
(The Pilgrim Press)

*Travelers:*

CARROLL E. WHITEMORE (East, Middle West, South, Southwest and Canada).

FOREST C. FINLEY (Chicago, Nashville, St. Louis and West Coast).

Cosmopolitan Book Corporation

*Travelers:*

LEON B. ARCHER

VIRGIL S. STEED.

COPP CLARK CO., LTD., Toronto (Canadian agents).

HOWARD W. COOK.

HENRY M. SNYDER (The Orient).

JAMES V. MALLOY.

Covici, Friede, Inc.

*Travelers:*

PASCAL COVICI (Chicago, Cleveland, Cincinnati, Indianapolis, St. Louis).

JOSEPH A. MARGOLIES (New York City, Philadelphia, Pacific Coast, Middle West).

DONALD S. FRIEDE (New York City, New England, New York State, New Jersey, Pittsburgh, Washington, Baltimore).

N. R. WREDEN (South, Pennsylvania, Middle West).

GEORGE W. JOEL (New York City, New York).

HENRY M. SNYDER (Orient).

Coward-McCann & Co.

*Travelers:*

JAMES A. MCCANN (Sales Manager, New York, Boston, Philadelphia).

JESSE M. CARMACK (Chicago and Middle West).

LESLIE MCLEAN (New York City and East).

WILLIAM P. GOUBEAUD (South).

WILLIAM HOBSON and ROBERT O. BALDWIN (Coast).

HENRY M. SNYDER and LEON ARCHER (Orient).

HENRY A. HORWOOD (Continental Europe).

The Thomas Y. Crowell Co.

*Travelers:*

GEORGE R. HOBBY (New York City, Philadelphia, Washington, Baltimore, Chicago, Buffalo, Rochester, Detroit, and Pacific Coast).

ERNEST J. BUNCE (Boston, Mass., Pennsylvania, Middle States, St. Paul, Minneapolis, and the South).

THOMAS Y. CROWELL, 2ND. (New England, New York State, North Central, and Western States).

ARCH H. NEWMAN, JR. (Toronto, Montreal, and balance of Canada).

Cupples & Leon Company

*Travelers:*

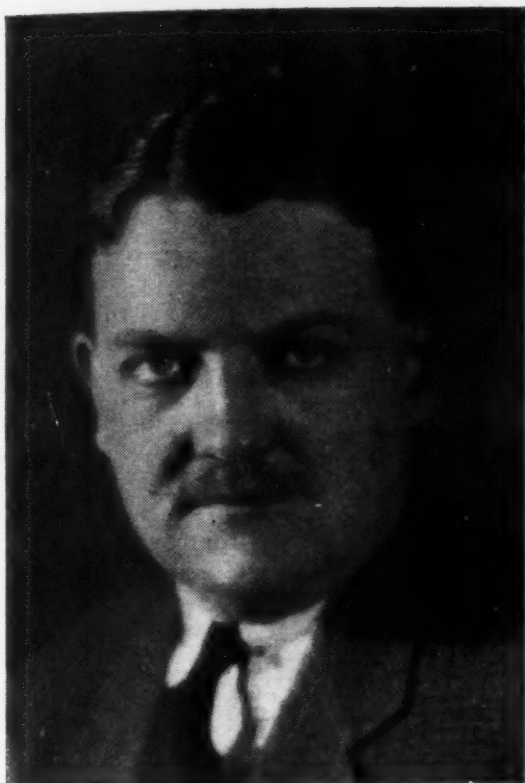
H. M. CALDWELL (Pacific Coast).

M. F. GALLON (Large Cities and New England).

WALTER T. LEON (New York City).

A. E. FELLER (New York City).

C. Z. HELLER (South and Middle West).



**NICHOLAS R. WREDEN**

*Representing Seven Publishing Firms*

This busy traveler was born in St. Petersburg, Russia, took part in the World War and came to America in 1920. Last year he translated a novel from the Russian, "Dog Lane," published by the Vanguard Press.



**POLLY H. LOBDELL**

*The Little Bookshop, Dallas, Texas*

Mrs. Lobdell, who has one of the most attractive shops in her town, started in 1925 pioneering in the rental library business, and having made a success she opened a branch shop in the Adolphus Hotel.



**RAYE BIDWELL**

*Representing Six Publishing Houses*

Mr. Bidwell hails from the Ozarks, and holds responsible his good friend Charles J. Finger for getting him into the book game. He visits the trade in the South and South West.



**JOHN A. BURNETT, JR.**

*Representing Fleming H. Revell Co.*

John Burnett has covered the Central West and he has been happy visiting the trade in the South and Pacific Coast territory for the past six years.

C. W. WALLACE (Middle West, Pa., New York State and New England).  
HENRY M. SNYDER (The Orient).

**The John Day Company**

*Travelers:*

KENNETH H. MEEKER (New York, New England, Middle West).  
FREEMAN LEWIS (New York and New Jersey).  
WALLACE WACHOB (Pacific Coast and Southwest).  
N. R. WREDEN (Southwest).

**A. T. De La Mare Company, Inc.**  
438-448 W. 37th St., New York

*Traveler:*

LOLA ESLER DUMSER (East, South and Middle West).

**Dodd, Mead & Company, Inc.**

*Travelers:*

HOWARD C. LEWIS (Sales Manager).  
J. RUSSELL LEWIS (Chicago, Boston, Philadelphia and New York).  
CLEMENT F. BENOIT (Pacific Coast).  
NEVIN J. STEVENSON (South).  
EDWARD D. BERGEN (Mid-West).  
CURTIS H. BROWNLOW (New England, New York, Pennsylvania and Mid-West).  
EDWARD H. DODD, JR. (New York City).  
HENRY M. SNYDER (The Orient).  
H. A. HORWOOD (Europe—with the exception of England).

**Dodge Publishing Company**

*Travelers:*

GEORGE W. JONES, JR. (Sales Manager).  
SUMNER H. BRITTEN (Chicago, large middle western cities and Pacific Coast).  
LOUIS SOLOMON (Middle West).  
MELRICHS V. ROSENBERG (South).  
HENRY M. SNYDER (Orient).  
GEORGE J. MCLEOD, LTD. (Canada).

**M. A. Donohue & Co.**

*Travelers:*

WM. J. BYRNES (Eastern Territory).  
L. M. LEVY (New York City, Eastern States).  
MACLEAN and SMITHERS (Canada).  
W. P. GOUBEAUD (South and Southwest).  
R. J. DONOHUE (Middle West).  
P. J. FARRELLY (Pacific Coast).

**Dorrance & Co., Inc.**

*Travelers:*

C. F. BENOIT (Pacific Coast).

W. H. DORRANCE (Sales Manager, East).  
J. R. HOUSTON (Middle West).

**Doubleday, Doran & Company**

*Travelers:*

G. V. SEIFFERT (New York, Boston and Philadelphia).  
E. H. ZIEGLER (Rochester, Buffalo, Cleveland, Detroit and Chicago).  
W. A. BRITTON (Pacific Coast).  
W. T. HOPKINS (New England and New York State).  
JOHN A. BELL (Larger Middle West).  
G. A. HECHT (Smaller Middle West and New York).

**Duffield & Co.**

*Travelers:*

FRANCIS J. SLOANE (Central West).  
WALLACE WACHOB (Pacific Coast).  
VIRGIL STEED (South).

**E. P. Dutton & Co., Inc.**

*Travelers:*

WILLIAM F. CODY (South and part of Middle West).  
CHARLES G. GIFFIN (Chicago and West Coast).  
JAMES F. HEIDELBERGER (New York City, New Jersey, Connecticut).  
JOHN D. MCGREW (Libraries throughout the country).  
CARLETON E. McMACKIN (New England and Middle West).  
ALBERT P. MITCHELL (New York City, Boston, Philadelphia).  
CARL J. SMALLEY (Middle West and West Coast).  
NEWMAN and WALLER (Canada).

**Farrar & Rinehart, Inc.**

*Travelers:*

STANLEY M. RINEHART, JR. (New York, Chicago, Cleveland and Detroit).  
DAVID BRAMBLE (Pacific Coast).  
RICHARD G. MAY (New England and Middle West).  
J. W. CORRIGAN (New York, Boston and Philadelphia).  
MELRICHS V. ROSENBERG (South).

**Funk & Wagnalls Company**

*Travelers:*

A. M. FLETCHER (Greater New York and Middle Western Cities).  
ARTHUR J. CROWLEY and RALPH H. LINDLEY (Eastern States).  
GRAHAM H. BEEBE (Pacific Coast).



**Sam'l Gabriel Sons & Co.**

*Travelers:*

- J. SIDNEY ADAMS (New England).  
 T. K. BAGSTER (Australasia).  
 HAROLD A. CLARK (Greater New York,  
 New York State and New Jersey).  
 CHARLES A. CONRATH (New York and  
 Pennsylvania).  
 B. A. GABRIEL (Middle West and  
 Canada).  
 MICHAEL LYONS (Middle West and  
 Pacific Coast).  
 HENRY M. SNYDER (Hawaii and the  
 Orient).  
 CHAS. Z. HELLER (South and Middle  
 West).  
 C. W. WALLACE (Middle West).

**Garden City Publishing Company, Inc.**

*Travelers:*

**Eastern Office.**

- F. E. ABBOTT.  
 LAWRENCE ABBOTT.  
 CHARLES ALDRICH.  
 JAMES J. BELL.  
 GERARD A. BURKE.  
 CALDWELL DUMAS.  
 W. D. GRAFTON.  
 F. R. HAGERMAN.  
 H. E. LOIZEAUX.  
 JOSEPH MARKS.  
 CHARLES MARSHALL.  
 MANUEL SIWEK.  
 B. T. UREN.

**Chicago Office.**

- S. L. DORSEY (Manager).  
 A. M. ANGELO.  
 J. E. GOODWIN.  
 H. W. LUDMAN.  
 L. W. PERRY.  
 R. M. RUNYAN.  
 R. D. SPENCER.  
 G. J. STORM.  
 H. A. TIMM.

**Pacific Coast Office.**

- FLOYD H. NOURSE (Manager).  
 A. H. ERSKINE.  
 D. P. MILLER.  
 JOHN PLUMMER  
 Orient  
 HENRY M. SNYDER  
 Europe  
 H. A. HORWOOD

**Charles E. Graham & Co.**

*Travelers:*

- ALAN H. GRAHAM (New York, Penn-  
 sylvania and Canada).

HARRY W. SULLY (Large Eastern cities  
 and Middle West).

E. L. ZERBE (South, New England, Ohio  
 and Indiana).

**Greenberg, Publisher, Inc.**

*Travelers:*

- ROBERT SIMON (New York, New Eng-  
 land and Middle West).  
 JOHN T. HOTCHKISS (Pacific Coast).  
 GEORGE M. McLEOD, LTD. (Canada).

**Hale, Cushman & Flint**

*Travelers:*

- LYMAN M. HUTCHINS (New England).  
 ARTHUR E. WETHERBEE (New York and  
 Middle Atlantic States).  
 ROBERT A. SHIRLEY (South).  
 CLARENCE E. CHUTE (Middle West).  
 MABEL CARPENTER (West).

**C. S. Hammond & Co.**

*Travelers:*

- GEORGE M. DAVIS (East and Middle  
 West).  
 ROBERT S. HAMMOND (Special).  
 JOHN STRAND (South and Pacific Coast).  
 EATON S. ROSSELL (New England, New  
 York).

**Harcourt, Brace & Co.**

*Travelers:*

- GEORGE W. AMIS (Boston, Philadelphia  
 and larger cities Middle West and  
 East).  
 THEODORE FREDENBURGH (Pacific  
 Coast).  
 WILLIAM P. GOUBEAUD (South and Sec-  
 ond Cities Middle West).  
 HASTINGS HARCOURT (New York City  
 and New England).  
 GEORGE J. McLEOD, LTD. (Canada).  
 H. M. SNYDER (Far East).  
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 Europe).  
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HARDWICK MOSELEY (East and Middle West).

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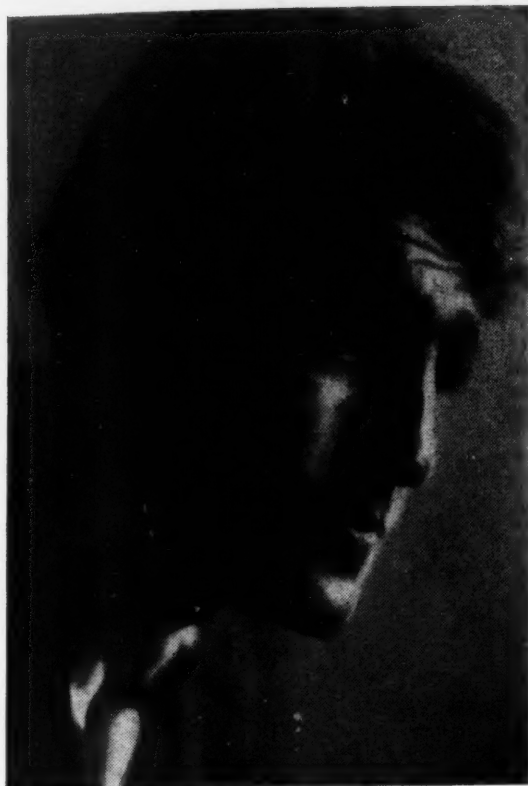
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B. F. HITCHENS (Western Manager  
Chicago and the Southwest).  
RUDOLPH G. KORNBAU (Religious and  
Special Trade).  
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COWARD-MCCANN, INC. (East, Midwest  
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Adams, J. Sidney, *Sam'l Gabriel Sons.*  
Albrecht, William P., *Macmillan Co.*  
Aldrich, Charles M., *Garden City Pub-  
lishing Co., Inc.*  
Allen, Edward F., *The Midwest Com-  
pany.*  
Allen, Thomas, *Rae D. Henkle, Publisher.*  
Amis, George W., *Harcourt, Brace & Co.*  
Anderson, Philip M., *Minton, Balch &  
Co., G. P. Putnam's Sons.*  
Archer, Leon B., *Cosmopolitan Book  
Corp., Frederick A. Stokes Company.*  
Arnall, M. L., *Blue Ribbon Books, A. L.  
Burt Company.*  
Ash, H. Dickson, *The John C. Winston  
Co.*  
Atherton, E. C., *Appleton & Co.*  
Austin, Frank, *Milton Bradley Co.*  
Bachmann, George F., *Thomas Nelson &  
Sons.*  
Bagster, T. K., *Sam'l Gabriel Sons & Co.*  
Baker, Ellis K., *Edward J. Clode, Alfred  
H. King, Inc., Macrae Smith Co., Isaac  
Pitman & Sons.*  
Baker, I. C., *G. & C. Merriam Company.*  
Baker, H. W., *G. & C. Merriam Company.*  
Baker, R. G., *Bobbs-Merrill Co.*  
Baldwin, Robert O., *American Technical  
Society, Coward-McCann, Marshall  
Jones Co., Orange Judd Publishing Co.,  
Stanford University Press.*

Bartlett, Charles E., *Harper & Brothers.*  
Barton, C. K., *Macmillan Co.*  
Barse, Horace H., *Barse & Co.*  
Barse, Wm. J., *Barse & Co.*  
Bauer, Harry, *Blue Ribbon Books, A. L.  
Burt Co.*  
Bayer, E. F., *Oxford University Press.*  
Bean, Donald P., *University of Chicago  
Press.*  
Beebe, Graham H., *Funk & Wagnalls Co.*  
Bell, James J., *The Garden City Publish-  
ing Co., Inc., Macaulay Co.*  
Bell, John A., *Doubleday, Doran & Co.*  
Benoit, Clement F., *Dodd, Mead & Co.,  
Dorrance & Co., William Morrow &  
Co., Ives Washburn, D. Van Nostrand  
Co.*  
Berg, Norman, *Macmillan Co.*  
Bergen, Edward S., *Dodd, Mead & Co.*  
Berle, Robert F., *Alfred A. Knopf.*  
Berlin, Nathan, *A. & C. Boni.*  
Bersch, John W., *Judson Press.*  
Best, Thos. R., *Chelsea House.*  
Bidwell, Raye, *Longmans, Green & Co.,  
Macrae Smith Company, Richard R.  
Smith, Inc.*  
Bigelow, J. W., *Harper & Brothers.*  
Bissell, W. T., *Harper & Brothers.*  
Blake, Berkeley B., *The Beacon Press, Inc.*  
Blake, J. D., *Harper & Brothers.*  
Bogdonoff, H. A., *Laidlaw Bros.*  
Boni, Charles Jr., *Albert & Charles Boni.*



- Brady, Geo., *Milton Bradley Co.*  
 Brady, R. K., *Laidlaw Brothers.*  
 Bramble, David, *Farrar & Rinehart, Inc.*  
 Britton, Sumner H., *Dodge Publishing Co., Robert M. McBride & Co.*  
 Britton, W. A., *Doubleday, Doran & Co.*  
 Brownlow, Curtis, *Dodd, Mead & Co.*  
 Bruce, Clifton, *Houghton Mifflin Co.*  
 Bruce, Frank, *Houghton Mifflin Co.*  
 Bryant, H. H., *Macmillan Co.*  
 Buckalew, R. G., *The Saalfeld Publishing Co.*  
 Buell, E. R., *Harper & Brothers.*  
 Buist, David C., *A. & C. Boni, Macrae Smith Company.*  
 Buker, W. R., *Milton Bradley Co.*  
 Bunce, Ernest J., *Thomas Y. Crowell Co.*  
 Burdick, Marcus L., *Charles Scribner's Sons.*  
 Burger, A. W., *Harper & Brothers.*  
 Burke, Gerard A., *Garden City Publishing Co.*  
 Burnett, J. A., Jr., *Fleming H. Revell Co.*  
 Burns, Robert F., *American News Company. Marshall Jones Co.*  
 Burt, E. F., *A. L. Burt. Co.*  
 Burt, Harry O., *A. L. Burt Co.*  
 Burt, John M., *Blue Ribbon Books, A. L. Burt Co.*  
 Brynes, Wm. J., *M. A. Donohue & Co.*  
 Caldwell, Braden, *Richard R. Smith, Inc.*  
 Caldwell, H. M., *Cupples & Leon Co.*  
 Callan, John, *Alfred Knopf.*  
 Campbell, D., *Wm. Collins Sons & Co.*  
 Cappeller, Geo., *Milton Bradley Co.*  
 Carmack, Jesse, *Coward-McCann.*  
 Corne, Arnold, *Milton Bradley Co.*  
 Carpenter, Mabel Hale *Cushman & Flint.*  
 Carroll, Joseph V., *Blue Ribbon Books.*  
 Carruthers, R. U., *Blue Ribbon Books, A. L. Burt Co., James Pott & Co.*  
 Cerf, Bennett A., *Modern Library, Random House.*  
 Champlin, Walter B., *Ives Washburn.*  
 Charlton, John A., *Chelsea House.*  
 Chase, William G., *James Pott & Co.*  
 Chute, Clarence E., *Hale, Cushman & Flint.*  
 Clapp, John S., *Ives Washburn.*  
 Clark, W. J., *G. & C. Merriam Company.*  
 Clark, Harold A., *Sam'l Gabriel Sons & Co.*  
 Clark, Joseph, *Cape & Smith.*  
 Clarke, Lloyd W., *Thomas Nelson & Sons.*  
 Clinch, F. A., *D. Appleton & Co.*  
 Clinger, John W., *National Publishing Co.*  
 Coakley, John J., *P. J. Kenedy & Sons.*  
 Coburn, Theodore, *John Wiley & Sons.*  
 Cody, W. F., *E. P. Dutton & Co.*  
 Cole, Lois D., *Macmillan Co.*  
 Collins, James T., *Horace Liveright.*  
 Conner, Wm., *Milton Bradley Co.*  
 Conner, Wilton, *Milton Bradley Co.*  
 Conrath, Charles A., *Sam'l Gabriel Sons & Co.*  
 Consolino, J., *Frederick A. Stokes Co.*  
 Cook, Howard W., *Cosmopolitan Book Corporation.*  
 Corrigan, J. W., *Farrar & Rinehart, Inc.*  
 Corrigan, William B., *William Morrow & Co.*  
 Couch, W. T., *University North Carolina Press.*  
 Coward-McCann, Inc., *Yale University Press.*  
 Cox, Howard L., *P. F. Volland Co.*  
 Coyle, John, *Stoll & Edwards Co.*  
 Crippen, G. C., *University of Chicago Press.*  
 Croonquist, Stanley, *University of Chicago Press.*  
 Crowder, James L., *Horace Liveright, Random House, Modern Library.*  
 Crowell, Thomas Y., 2nd, *Thomas Y. Crowell Co.*  
 Crowley, Arthur J., *Funk & Wagnalls Co.*  
 Curl, Sam L., *Brentano's.*  
 Curran, G. E., *D. Appleton & Co.*  
 Curren, W. M., *Barse & Co., Garden City Publishing Co., Inc.*  
 Cushing, P. Lowell, *Thomas S. Rockwell Co.*  
 Cuthbertson, Thos., *Macmillan Co.*  
 Darst, Samuel H., *Reilly & Lee Co.*  
 Davies, Wilbur Hugh, *Association Press, Beacon Press, Inc., Woman's Press.*  
 Davis, George M., *C. S. Hammond & Company.*  
 Day, Copelin, R. W. W. *Norton & Co.*  
 Delafield, E. M. Jr., *Harper & Brothers.*  
 Delz, William, *William Edwin Rudge, Publisher.*  
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 Dickerson, Willard T., *Thomas Nelson & Sons.*  
 Dillon, Elwyn G., *Charles Scribner's Sons.*  
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 Dodd, Edward H., Jr., *Dodd, Mead & Company.*

- Dodd, Paul F., *Thomas S. Rockwell Co.*  
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 Dorrance, W. H., *Dorrance & Co.*  
 Dorsey, Samuel L., *Garden City Publishing Co.*  
 Downing, W. A., *Milton Bradley Company.*  
 Drake, Robert T., *Longmans, Green & Co.*  
 Duffy, J. A., *Longmans, Green & Co.*  
 Duke, John L., *Alfred H. King, Inc.*  
 Dumser, Lola Esler, *A. T. De La Mare Co.*  
 Dunlap, David, *Cape & Smith, Alfred H. King, Inc.*  
 Dunlap, Harry B., *Lincoln MacVeagh, the Dial Press.*  
 Dunn, Geo. F., *Milton Bradley Company.*  
 Durgin, James H., *Macmillan Co.*  
 Durrell, Oliver H., *Little, Brown & Co.*  
 Earl, H. B., *Charles Scribner's Sons.*  
 Early, P. H., *Harper & Brothers.*  
 Edwards, W. M., *Stoll & Edwards Co.*  
 Edwards, W. N., *The Abingdon Press.*  
 Eiermann, George E., Jr., *Orange Judd Publishing Company.*  
 Elias, Percy, *Vanguard Press, (Macy-Masius).*  
 Ellingson, N. A., *Chelsea House.*  
 Elliott, Hugh S., *Century Co., Minton, Balch.*  
 Eshleman, Lloyd W., *Thomas Nelson & Sons.*  
 Exman, Eugene, *Harper & Brothers.*  
 Farrell, R. G., *Abingdon Press.*  
 Farrelly, P. J., *M. A. Donohue & Co., Sears Publishing Company.*  
 Feller, A. E., *Cupples & Leon Company.*  
 Finley, Forest C., *Congregational Publishing Society.*  
 Fischer, Frederick, *Milton Bradley Co.*  
 Fisher, J. L., *D. Appleton & Co.*  
 Fisk, Rollin B., *Reilly & Lee Co.*  
 Fitzer, William, *University of Chicago Press.*  
 Fitzgerald, Desmond, *Blue Ribbon Books, Horace Liveright, Henry Holt & Co., Frederick Warne & Co., Ltd.*  
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 Giffin, Charles G., *E. P. Dutton & Co.*  
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- Hill, John W., *Fleming H. Revell Co.*
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- Hopkins, John H., and Son, *Rand McNally & Co., The Southwest Press, Willett, Clark & Colby.*
- Hopkins, W. T., *Doubleday, Doran & Co.*
- Horwood, H. A., *Coward-McCann, Albert & Charles Boni, Lincoln MacVeagh, the Dial Press, Dodd, Mead & Co., Garden City Publishing Co., Rae D. Henkle, Publisher, Harcourt, Brace & Co., Modern Library, Brewer & Warren, Inc., W. W. Norton & Co., Frederick A. Stokes Co., Ives Washburn.*
- Hotchkiss, John T., *Greenberg, Publisher, Macaulay Co., Rae D. Henkle, Publisher, Saalfeld Publishing Co., Vanguard Press (Macy-Masius).*
- Houghton, Henry O., *Houghton Mifflin Co.*
- Houston, J. R., *Dorrance & Co., A. J. Holman Co., John Murphy and Co., William Edwin Rudge, Publisher.*
- Hovendon, M. Bruce, *Sears Publishing Company.*
- Hoyt, Lawrence W., *Simon & Schuster.*
- Hunt, Ridgely, *Duffield & Co.*
- Hurdon, Jack D., *Blue Ribbon Books.*
- Hutchins, Lyman M., *Hale, Cushman & Flint.*
- Imhoff, Fred, *Milton Bradley Co.*
- Inman, Maurice, *Maurice Inman.*
- James, Philip, *Milton Bradley Co.*
- Jervis, Edward W., *Lothrop, Lee & Shepard Co.*
- Joel, George W., *Covici, Friede.*
- Johnson, Carl, *Milton Bradley Co.*
- Johnson, Charles A., *Reilly & Lee Co.*
- Johnston, Arthur H., *Little, Brown & Co.*
- Johnston, M. H., *Milton Bradley Co.*
- Johnstone, William, *Milton Bradley Co.*
- Jones, Cecil D., *Cokesbury Press.*
- Jones, Frank, *Little, Brown & Co.*
- Jones, George W., *Dodge Publishing Co., Robert M. McBride & Co.*
- Jones, Ira L., *Stratford Co.*
- Jordan, Charles, *Milton Bradley Co.*
- Jordan, Clarence E., *Blue Ribbon Books, A. L. Burt Co.*
- Keen, Kennard G., *Princeton University.*
- Keiser, Harry F., *Abingdon Press.*



- Kendall, R. W., *W. A. Wilde Co.*  
 Kerry, E. A., *Blue Ribbon Books, A. L. Burt Co.*  
 Kidd, Gordon, *Thomas S. Rockwell Co.*  
 Killip, James A. W., *A. J. Holman Co.*  
 King, Alfred H., *Alfred H. King, Inc.*  
 Kline, B. F., *Henry Altemus Co.*  
 Klopfer, Donald S., *Modern Library, Random House.*  
 Knapp, Albert S., *Charles Scribner's Sons.*  
 Kohr, Walter R. Jr., *Barse & Co., Thomas Nelson & Sons.*  
 Konold, D. W., *Milton Bradley Co.*  
 Kornbau, Rudolph G., *John C. Winston Co.*  
 Krauss, Fred, *Penn Publishing Co.*  
 Krishen, J. S., *Stratford Co.*  
 Kyle, Thomas F., *Thomas Nelson & Sons.*  
 Ladden, N., *Maurice Inman.*  
 La Fontaine, E. F., *Baker & Taylor Co.*  
 Lamb, Harry M., *Rand McNally & Co.*  
 Landau, Louis, *Norman W. Henley Publishing Co.*  
 Lanphear, Milton G., *American News Co.*  
 Larson, Edward G., *Frederick A. Stokes Co.*  
 Lawler, A. J., *Harper & Brothers.*  
 Lea, George J., *Reilly & Lee Co.*  
 Leon, Walter T., *Cupples & Leon Co.*  
 Leussler, Harrison, *Houghton Mifflin Co.*  
 Levy, L. M., *M. A. Donohue & Co.*  
 Lewis, Freeman, *John Day Co.*  
 Lewis, Howard C., *Dodd, Mead & Co.*  
 Lewis, J. Russell, *Dodd, Mead & Co.*  
 Lewis, R. H., *Oxford University Press.*  
 Lilja, Reuben H., *Rand McNally & Co.*  
 Lindley, Ralph H., *Funk & Wagnalls.*  
 Little, S. K., *Princeton University Press.*  
 Loizeaux, Paul C., *Garden City Publishing Co., Inc., Little, Brown & Co.*  
 Loring, Percy A., *Albert & Charles Boni, Edward J. Clode.*  
 Lothian, T. C. Ltd., *Sears Publishing Company*  
 Loveland, Gilbert, *Henry Holt & Co.*  
 Lowe, Frank J., *Maurice Inman.*  
 Loweree, Samuel M., *Sears Publishing Company*  
 Luckman, E. W., *A. J. Holman Co.*  
 Lull, R., *Macaulay Co.*  
 Lunt, Storer B., *W. W. Norton & Co. Inc.*  
 Lyons, Michael, *Sam'l Gabriel Sons & Co.*  
 McAuliff, Mrs. Anna, *Laidlaw Brothers.*  
 McCann, James A., *Coward-McCann.*  
 McCarl, D. N., *American Technical Society.*  
 McClelland, Ward, *Charles Scribner's Sons.*  
 McClintock, Marshall, *Viking Press.*  
 McConkey, A. W., *American News Co.*  
 MacDonald, R. A., *D. Appleton & Co.*  
 McGee, William, *Syndicate Trading Co.*  
 McGonagle, John F., *Albert Whitman Co.*  
 McGovern, Raymond B., *American News Co.*  
 McGrew, John D., *E. P. Dutton & Co.*  
 McInnis, Wm., *Milton Bradley Co.*  
 McKay, Alexander, *David McKay Co.*  
 McKay, James S., *David McKay Co.*  
 McKeachie, William S., *Baker & Taylor Co.*  
 McKee, Walter V., *Walter V. McKee.*  
 McKenzie, William S., *Laidlaw Bros.*  
 McLaren, I. E., *G. & C. Merriam Co.*  
 MacLaren, Thomas, *Thomas Nelson & Sons.*  
 McLean, Leslie, *Coward-McCann.*  
 McLean, M. J., *Horace Liveright, Ives Washburn.*  
 McLelland & Stewart, *Blue Ribbon Books, A. L. Burt Co.*  
 McLeod, George J., Ltd., *A. & C. Boni, A. L. Burt Co., Greenberg, Publisher, Inc., Harcourt, Brace & Co., Sears Publishing Company.*  
 McMackin, Carleton E., *E. P. Dutton & Co.*  
 Macmillan, A. M., *Henry Altemus Co.*  
 Macrae, D. L., *Macrae Smith Co.*  
 McNally, R. A., *A. C. McClurg & Co., Rand McNally & Co.*  
 Magel, Frank L., *Syndicate Trading Co.*  
 Mahoney, James C., *Richard R. Smith, Inc.*  
 Mahony, Thomas F., *Frederick A. Stokes Co.*  
 Malloy, James V., *Cosmopolitan Book Corporation.*  
 Margolies, Joseph A., *Covici, Friede.*  
 Martin, F. O., *The Southwest Press.*  
 Martin, W. L., *Milton Bradley Co.*  
 Mather, E. M., *Macmillan Co.*  
 Mattison, F. F., *David McKay Co.*  
 May, R. G., *Farrar & Rinehart, Inc.*  
 Meeker, Kenneth H., *John Day Co.*  
 Metz, Clarence, *American News Co.*  
 Metzger, George B., *Henry Altemus Co., Thomas Nelson & Sons, G. Howard Watt.*

- Meyer, Harry V., *National Publishing Co.*  
 Mezger, William L., *James Pott & Co.*  
 Mill, Michael S., *Edward J. Clode, G. Howard Watt, Albert Whitman & Co.*  
 Miller, Lewis, *Garden City Publishing Co.*  
 Minton, Melville, *Minton, Balch & Co., G. P. Putnam's Sons.*  
 Mitchell, Albert, *E. P. Dutton & Co.*  
 Mitchell, William H., *John Wiley & Sons.*  
 Molloy, C. H., *Richard R. Smith, Inc.*  
 Morse, A. L., *A. J. Holman Co.*  
 Mortimer, F. D., *Sears Publishing Company.*  
 Mosley, Hardwick, *Houghton Mifflin.*  
 Mullen, John J., *Alfred A. Knopf.*  
 Munk, Alex., *Platt & Munk Co.*  
 Munk, Arnold H., *Platt & Munk Co.*  
 Munroe, R. C., *G. & C. Merriam Co.*  
 Murphy, James, *Albert Whitman & Co.*  
 Murray, Samuel E., *Whittlesey House.*  
 Nerney, James L., *Frederick A. Stokes Co.*  
 Newman, Arch H. Jr., *Thomas Crowell Co.*  
 Newman & Waller, *E. P. Dutton & Co.*  
 Nott, Harry, *Milton Bradley Co.*  
 Nourse, C. B., *Henry Altemus Co.*  
 Nourse, Floyd H., *Garden City Publishing Co.*  
 Nourse, Leslie G., *Syndicate Trading Co.*  
 Noyes, Edward A., *Columbia University Press.*  
 Nunan, F. T. J., *Blue Ribbon Books, A. L. Burt Co.*  
 Nye, E. C. L., *National Publishing Co.*  
 O'Kane, W. E., *John C. Winston Co.*  
 Olsen, Hobart T., *Bobbs-Merrill Co.*  
 Oppenheimer, George S., *Viking Press.*  
 Ottenheimer, Isaac, *I. M. Ottenheimer.*  
 Ottenheimer, Moses, *I. M. Ottenheimer.*  
 Paige, Charles, *Milton Bradley Co.*  
 Passage, Lloyd S., *Blue Ribbon Books, A. L. Burt Co.*  
 Parker, Robert C., *Minton, Balch & Co., G. P. Putnam's Sons.*  
 Paul, Morris D., *Thomas S. Rockwell Co.*  
 Peavy, Silas K., *Macmillan Co.*  
 Penney, C. B., *Abingdon Press.*  
 Perkins, C. H., *McLoughlin Bros.*  
 Peters, DeWitt Clinton, *Longmans, Green & Co.*  
 Pettibone, Walter, *Albert Whitman & Co.*  
 Pflieger, Adam W., *Penn Pub. Co.*  
 Phillips, H. A., *Barse & Co., Platt & Munk Co., Cupples & Leon Co.*  
 Phillips, Jack, *Macmillan Co.*  
 Pike, Theodore F., *Longmans, Green & Co.*  
 Pilkington, Joseph V., *Cokesbury Press.*  
 Poggenborg, Raymond P., *Century Co.*  
 Pointing, A. D., *Isaac Pitman & Sons.*  
 Poole, William, *Blue Ribbon Books.*  
 Porter, Edgar, W., *Blue Ribbon Books, A. L. Burt Co.*  
 Pottinger, David T., *Harvard University Press.*  
 Proctor, David M., *McLoughlin Bros.*  
 Price, W. C., *The Abingdon Press.*  
 Putney, C. L., *L. C. Page & Co.*  
 Reid, C. S., *National Publishing Co.*  
 Richards, K. B., *Macmillan Co.*  
 Rice, E. E., *The P. F. Volland Co.*  
 Rinehart, Stanley M., Jr., *Farrar & Rinehart, Inc.*  
 Ripperger, H. L., *Oxford University Press.*  
 Ritt, J. J., *Abingdon Press.*  
 Rittenhouse, George F., *Baker & Taylor Co.*  
 Roberts, Joseph, *Milton Bradley Co.*  
 Robertson, S. G. & C. Merriam Company.  
 Robinson, William C., *J. B. Lippincott Co.*  
 Roche, A. P., *L. C. Page & Co.*  
 Rose, W. H., Jr., *Harper & Brothers.*  
 Rosenberg, Melrich V., *Albert & Charles Boni, Dodge Publishing Co., Farrar & Rinehart, Inc., Alfred H. King, Inc., Horace Liveright, Macaulay Co., Walter V. McKee, Robert M. McBride & Co., Modern Library, Random House, William Edwin Rudge, Publisher, Simon & Schuster.*  
 Rossell, Easton S., *C. S. Hammond & Co.*  
 Runyan, Robert, *Garden City Publishing Co., Inc.*  
 Russey, F. B., *Brewer & Warren, Inc.*  
 Ryerson Press, *D. Appleton & Co., Brewer & Warren.*  
 Saalfeld, A. G., *Saalfeld Publishing Co.*  
 Salmon, Thomas A., *Houghton Mifflin Co.*  
 Sanford, W. J., *W. A. Wilde Co.*  
 Savage, Alma H., *Macmillan Co.*  
 Savage, Harry F., *Frederick A. Stokes Co.*  
 Savage, William L., *Charles Scribner's Sons.*  
 Schepmoes, C. C., *Oxford University Press.*  
 Schwab, William C., *Syndicate Trading Co.*

- Schwartz, Albert I., *American News Co.*  
 Schwartz, William J., *Platt & Munk Co.*  
 Scoglund, Einar, *Syndicate Trading Co.*  
 Scott, Cecil A., *Macmillan Co.*  
 Searle, D. P., *The P. F. Volland Co.*  
 Seiffert, G. V., *Doubleday, Doran & Co.*  
 Shepherd, W. O., *John C. Winston Co.*  
 Sherman, Milton H., *Charles Scribner's.*  
 Shirley, Robert A., *Hale, Cushman & Flint.*  
 Shoemaker, Charles C., *Penn Publishing Co.*  
 Simon, Isadore, *Thomas S. Rockwell Co.*  
 Simon, R. L., *Simon & Schuster.*  
 Simon, Robert, *Greenberg, Publisher.*  
 Sleeper, Francis J., *Milton Bradley Co.*  
 Sloane, Francis J., *Duffield & Co.*  
 Smalley, Carl J., *E. P. Dutton & Co., Inc., Walter V. McKee, Inc., Modern Library, Random House, William Edwin Rudge, Publisher.*  
 Smith, Charles A., *Thomas S. Rockwell.*  
 Smith, Frank S., *John Wiley & Sons.*  
 Smith, Harry A., *A. L. Burt Co.*  
 Smith, H. E., *Stoll & Edwards Co.*  
 Smith, James J., *The Reilly & Lee Co.*  
 Smith, Ronald, *Macmillan Co.*  
 Smith, Wiley J., *Judson Press.*  
 Smith, William Warren, *Harvard University Press.*  
 Smithers, George, *Horace Liveright, Ives Washburn.*  
 Snavelly, Brant, *John Wiley & Sons.*  
 Snyder, Harry M., *Blue Ribbon Books, A. & C. Boni, Brewer & Warren Inc., Cosmopolitan Book Corporation, Covici, Friede, Coward-McCann, Cupples & Leon Co., Dodd, Mead & Co., Dodge Publishing Co., Sam'l Gabriel Sons & Co., Garden City Publishing Co., Harcourt, Brace & Co., Harper & Bros., Houghton Mifflin Co., Alfred A. Knopf, Horace Liveright, Minton, Balch & Co., Robert McBride & Co., Walter V. McKee, Modern Library, William Morrow & Co., W. W. Norton & Co., G. P. Putnam's Sons, Charles Scribner's Sons, Frederick A. Stokes Co., Ives Washburn.*  
 Solomon, Louis, *Dodge Publishing Co., R. M. McBride & Co.*  
 Sommer, John W., *Minton, Balch & Co., G. P. Putnam's Sons.*  
 Soule, Phelps, *University of Pennsylvania Press.*  
 Spaulding, Frederick, *Milton Bradley Co.*  
 Spero, Ben, *Saalfeld Publishing Co.*  
 Steed, Virgil, *Bobbs-Merrill Co., Brentano's, Cape & Smith, Cosmopolitan Book Corporation, Duffield & Co., Sears Publishing Company.*  
 Steers, Joseph B., *Alfred A. Knopf.*  
 Stephens, Cyril W., *Frederick Warne & Co., Ltd.*  
 Sternberg, Jay, *Alfred A. Knopf.*  
 Stevens, Albert W., *Little, Brown & Co.*  
 Stevenson, Donald McL., *William Morrow & Co.*  
 Stevenson, Nevin S., *Dodd, Mead & Co.*  
 Stokes, Brett, *Brentano's, Cape & Smith, Frederick A. Stokes Co.*  
 Stoll, H. S., *Stoll & Edwards Co.*  
 Stone, Charles S., *Sam'l Gabriel Sons & Co.*  
 Strangland, Opal, *Macmillan Co.*  
 Stratton, Thos. J., *Judson Press.*  
 Strand, John, *G. S. Hammond & Co.*  
 Sully, George, *George Sully & Co., Wm. Collins & Sons Co.*  
 Sully, George Leonard, *George Sully & Co.*  
 Sully, Harry W., *Charles E. Graham.*  
 Swift, Arthur P., *John C. Winston Co.*  
 Teeter, M. E., *Rae D. Henkle, Publisher.*  
 Terrell, James M., *Henry Holt & Co.*  
 Thomas, W. M., *National Publishing Co.*  
 Thornhill, Arthur H., *Little, Brown.*  
 Thorpe, S. S., *Chelsea House.*  
 Tietz, Harry W., *Thomas Nelson.*  
 Tilley, Richard F., *Lothrop, Lee & Shepard Co.*  
 Trenkle, Chas. J., *Macmillan Co.*  
 Troxell, Allen, *Oxford University Press.*  
 Ulrich, A. A., *Oxford University Press.*  
 Uren, B. T., *The Garden City Publishing Co., Inc.*  
 Van Nostrand, J., *Milton Bradley Co.*  
 Van Nostrand, L., *Milton Bradley Co.*  
 Vass, E. J., *Lincoln MacVeagh, the Dial Press.*  
 Vingie, Ray, *Cupples & Leon Co.*  
 Vose, John C., *Blue Ribbon Books, A. L. Burt Co.*  
 Voss, Sylvanus H., *Barse & Co.*  
 Wachob, Wallace W., *Albert & Charles Boni, John Day Co., Duffield & Co., Lincoln MacVeagh—the Dial Press. W. W. Norton & Co.*  
 Walker, Stanley, *Lincoln MacVeagh—the Dial Press.*  
 Walker, Wm. R., *McLoughlin Bros.*



Wallace, C. W., *Cupples & Leon Co., Sam'l Gabriel Sons & Co.*  
 Warren, Edward K., *Brewer & Warren.*  
 Watt, G. Howard, *G. Howard Watt.*  
 Waylen, E. J., *The P. F. Volland Co.*  
 Webb, V. K., *L. C. Page & Co.*  
 Welker, Leon, *D. Appleton & Co.*  
 Wellard, Rich E., *P. F. Volland Co.*  
 Wentzel, W. E., *McLoughlin Bros.*  
 Wessels, A., *A. C. McClurg & Co., Orange Judd Publishing Co., Isaac Pitman & Sons, William Edwin Rudge, Publisher.*  
 Wetherbee, Arthur E., *Hale, Cushman & Flint.*  
 Whalen, George J., *The Beacon Press, Inc.*  
 Whelpley, A., *Chelsea House.*  
 Whitehead, Ray J., *Brewer & Warren.*  
 Whitman, Albert, *Albert Whitman & Co.*  
 Whitman, J. S., *Chelsea House.*  
 Whitney, A. H., *Charles Scribner's Sons.*



VIRGIL STEED

*Representing a Number of Firms*

Virgil Steed was drawn to the book business after studying journalism and started selling for Brentano's six years ago. In the South he will represent six prominent publishers this year.



P. L. TURNER  
of the Southwest Press

Whittemore, Carroll C., *Association Press, Congregational Publishing Society.*  
 Wikstrand, Victor, *Macmillan Co.*  
 Wilde, Allan H., *W. A. Wilde Co.*  
 Williams, Edwin F., *James Pott & Co.*  
 Williams, J. T., *Chelsea House.*  
 Wilson, Carl K., *Norman W. Henley Publishing Co.*  
 Wilson, J. G., *Chelsea House.*  
 Winters, John F., *Century Co.*  
 Witsil, J. T., *D. Appleton & Co.*  
 Wolfson, Harold M., *Modern Library.*  
 Woodward, Herbert, *McLoughlin Bros.*  
 Wreden, N. R., *John Day Co., Lincoln MacVeagh—the Dial Press, William Morrow & Co., W. W. Norton & Co., Vanguard Press (Macy-Masius), Viking Press.*  
 Wyatt, L. W., *Saalfeld Publishing Co.*  
 Young, Henry K., *Blue Ribbon Books, A. L. Burt Co.*  
 Young, William P., *J. B. Lippincott Co.*  
 Zerbe, E. L., *Charles E. Graham & Co., James Pott & Co.*  
 Zerbe, A. J., *Laidlaw Brothers, James Pott & Co.*  
 Zerbe, A. Le Van, *James Pott & Co.*  
 Ziegler, E. H., *Doubleday, Doran & Co.*



*Commander Christopher Robin, leader of the famous "Christopher Robin Arctic and Antarctic Expeditions, Inc." receiving check from Thayer Hobson, treasurer of William Morrow & Co. Immediately behind Mr. Hobson and Commander Robin may be seen a large and enthusiastic gathering of notable people, who cheered the doughty explorer on his return.*

## Bird Life at the Pole

**A**DVANCE copies of "Bird Life at the Pole," the humorous satire on Polar exploration by Wolcott Gibbs, have just come in, and with them a statement from the publishers, William Morrow & Company, that they are planning the most extensive promotion and advertising campaign they have ever given any book with the exception of Honoré W. Morrow's Lincoln novels.

The jacket ties up rather closely with Admiral Byrd's "Little America" and the illustrations by the Bruton sisters carry out the burlesque. The tempo of the book is accurately expressed in the blurb: "Except to observe that this amazing story of exploration was written with an open mind, entirely unhampered by fact and unprejudiced by actual experience, the publishers of this volume have no statement

to make." Readers of *The New Yorker* know Mr. Gibbs' humor as a blend of hard-boiled satire and romantic sentiment which is quite individual.

Another record in fast bookmaking has been made by Quinn & Boden, the last copy having been turned in by the author on January 17 and complete books delivered on January 31.

The publishers have prepared one hundred sets of the endpapers, three illustrations, and one map full size of the originals mounted with easels for window displays. These will only be sent out on request. A limited number of special displays are also being prepared which include large penguins, relics of the Christopher Robin Expedition, artificial snow, etc. Perhaps the most original item of the publicity campaign has been the large mailing of

publicity material on special letterheads of the Christopher Robin Arctic and Antarctic Expedition and all printed on bits of cloth snipped from the wings of aeroplanes in which Commander Robin did not discover the South Pole. Extensive advertising is planned to follow the publication date.

The first edition of the book is 7,500 copies, and Morrow announces that a second printing may be necessary before publication date. The idea of a burlesque travesty on Polar exploration seems to have caught the public fancy. The choice of Christopher Robin as the hero is a fortunate one. The sponsors for the Expedi-

tion include Peter Arno, for the world of art; June Cleveland of Bullock's; Lewis Gannett, for the press; Will James, for the West; John Kidd of Stewart Kidd; M. G. Michaels of Brentano's, Inc.; Burton Rascoe, for the *Intelligentsia*; Stanley Remington of the Norman Remington Co.; Donald Ogden Stewart, for the Stage; Carl Van Doren, for the Public; Harold Williams of The American News Co.

And last but not least, the regular price of the book being \$2.00, the publishers joyfully announce a special limited de luxe edition signed by the author to retail at \$1.75.

## In and Out of the Corner Office

**G.** P. PUTNAM'S SONS announce the appointment of Lynn Carrick to direct their advertising, publicity, and general promotion activities. Before joining the Putnam staff Mr. Carrick was for the past two years connected with Henry Holt and Company doing editorial and advertising work. Prior to that he was with the Oxford University Press and the Princeton University Press. ❀ ❀ ❀

Charles E. Graham & Co., writes us; "It is the strongest determination of every member of the staff of Charles E. Graham & Co., to carry on the high ideals of fairness to one and all alike, of our late leader, Charles E. Graham, and build on the reputation and product of his twenty years of effort in this company, to produce and sell the best possible color books and playthings for children, with a legitimate and fair profit to all." ❀ ❀ ❀

H. Allen Smith has succeeded Paul White as literary editor of the United Press Association. This column is syndicated in 700 newspapers. ❀ ❀ ❀

Joseph Wharton Lippincott, addressing the Association of American Colleges made the challenging statement: "The book business is its own worst enemy. No other industry on earth has dared to disappoint the public as much and as often, while holding out a few plums as a lure. And yet the public remains rather consist-

ently loyal and continues to hunt hopefully for something instructive or entertaining among a flood of trash and potboilers that makes the titles of value look like Pharaoh's followers in the Red Sea." ❀ ❀ ❀

Alfred E. Knight of Reismans Bookstore, Scranton, Pa., is running a half page book chat under the caption "Al Says," in the *Sunday Scrantonian*, Scranton's only Sunday newspaper. The style used is informal, and it is hoped will appeal to the wide audience which this paper reaches. ❀ ❀ ❀

Ridgely Hunt has resigned as secretary and sales manager of Duffield & Co. ❀ ❀ ❀

Doubleday, Doran & Company has been awarded a bronze shield, the trophy for the best safety record of any firm of its size in New York State. The award was made at the completion of the Sixth Annual Accident Prevention Campaign of the Associated Industries of New York, in which 1450 firms competed. It is the result of a three months' intensive campaign during which the plant had not a single accident that necessitated the loss of an hour's time. ❀ ❀ ❀

The Scribner Book Store is having an exhibition of the drawings and paintings of Will James in the galleries of the store, Fifth Avenue at 48th Street, from February Sixteenth to February Fourteenth. ❀ ❀ ❀



## In the Bookmarket



Sara Haardt's (Mrs. Henry L. Mencken) first novel "The Making of a Lady" comes from Doubleday, Doran on February 13

**B**LUE RIBBON BOOKS have added another important book to their list. "Queen Victoria" by Lytton Strachey will be available, for the first time, at \$1.00 in the Blue Ribbon Series in a special edition strictly limited to 50,000 copies. Over 40,000 copies have already been subscribed. ❀ ❀ ❀

Charles Angoff, managing editor of *The American Mercury*, has just completed the first two volumes of a courageous re-interpretation of American thought and literature, which *Alfred A. Knopf* will publish in March under the title "A Literary History of the American People." The entire study, carrying the story from the founding of Jamestown in 1607 to the present day, will ultimately occupy four volumes. The first volume, covering the origins of American letters, ends with the beginning of the Revolutionary Period.

The second volume discusses the period from 1750 to 1815. The study is exhaustive, heavily documented, and deals with whatever political, scientific and journalistic activity is pertinent to the subject. ❀ ❀ ❀

Carolyn Wells will have a second article in the *Colophon*. She is one of the five Editors-in-Chief of this magazine and the only woman among them. "Horror House" the new Fleming Stone mystery novel by Carolyn Wells will be published shortly by *J. B. Lippincott Company*. ❀ ❀ ❀

An International Code of Abbreviations for Titles of Periodicals has just been published by the International Institute of Intellectual Cooperation of the League of Nations and is being distributed from its headquarters at 2 Rue de Montpensier, Paris. Copies can be had for 2 francs 50, or in the case of orders for not less than fifty copies, 1 franc 50. The Code is a pamphlet of twelve pages, and the rules are printed in both French and English. ❀ ❀ ❀

*Dutton* is publishing this spring a total of 49 new titles as compared with 182 titles published last spring. With more advertising, and more personal attention behind them, this publisher offers these few selected books in carrying out the policy of publishing fewer books. ❀ ❀ ❀

Hugh Walpole writes from London that he is leaving on a cruise to the West Indies for a badly needed holiday. Mr. Walpole's next novel, a stirring melodrama of Piccadilly, "Above the Dark Tumult," to be published by *Doubleday, Doran* on March 22nd, is only an interlude in the series which began with "Rogue Herries" and is to be continued next fall with the publication of "Judith Paris." ❀ ❀ ❀

Booth Tarkington left the Wilmer Institute at Johns Hopkins the first of this month with full sight practically restored. "At present the picture is a smudge but I can distinguish color and form, and my doctors say that my vision will return," he said. Tarkington first began to lose his sight fourteen years ago. Last August he became totally blind. He went to the Wilmer Institute early in January.



*J. Frank Dobie, author of "Coronado's Children" (Southwest Press), on a javelina hunt in Mexico*

### E. V. Mitchel Retires

**H**ARTFORD'S well-known bookstore, Edwin Valentine Mitchell, Inc., at 7 Lewis Street is being reorganized on the retirement of Mr. Mitchell, who is following up a long cherished plan for travel and writing. The store will continue to run under the same plan and under the management of those who have been associated with Mr. Mitchell: James T. Soby, President; Cedric E. Smith, Vice President; Lewis H. Stedman, Secretary; Elva B. McCormick, Treasurer. Mr. Mitchell came into bookselling a dozen years ago from the teaching of law, and in a very short time made a mark for himself by creating a most delightful atmosphere in the old house on Lewis Street, resulting in a rapid development of clientele. He published for some time a bi-monthly book magazine, *Book Notes*, with a good circulation and much appreciation, and in the last two or three years branched out into publishing. Mr. Soby, now president, was the author of one of the books published under the Mitchell imprint, "The Book-lover's Diary."

### Book Women Meet

**T**HE Women's National Book Association will hold its regular meeting on Tuesday evening, February 17th, at

8:00 P.M., at the National Arts Club, 119 East 19th Street. The speakers will be Mrs. Mary E. Hamilton, author of "The Policewoman, Her Service and Ideals," and W. Nicholls, editor of *The Bookseller and Collector*. Women who own or are employed in bookshops are cordially invited to attend this meeting.

The Association will hold its fourteenth annual banquet on Thursday, March 5th, at the Hotel Commodore. Cosmo Hamilton will act as toastmaster. Marguerite Hawkins, soprano, will sing. Fannie Hurst, Anita Brown, Lowell Thomas, John Mulholland, Robert Duffus and others will be among the guest speakers. Reservations at \$4.50 per cover should be sent at an early date to Miss A. E. Parker, 117 West Street, New York City.

### Censorship in Indiana

**T**HE Indiana Legislature is now considering the licensing of booksellers and magazine dealers and the censorship, through the State Board of Education, of what they sell. House Bill Number 2 proposes to license all those who sell or distribute for hire literature, books, advertising matter or circulars. House Bill Number 90 proposes to regulate the distribution and sale of periodicals and other publications through a license obtained from the State Board of Education, and under the provisions of this Bill each licensee would have to give a list of each and every periodical publication to be sold. Section 4 of this Bill would give the State Board of Education the right to investigate the claim of any citizen against a publication, thus setting up a complete censorship system. If such a system developed in state areas, the problems of the book publisher would be many as would those of the bookseller and the news dealer.

### Theater Censorship Again Discussed

**T**HEATER censorship in New York is again being actively discussed as a result of a bill introduced at Albany by State Senator Seabury C. Mastick. The bill, which would provide rigid censorship, is being opposed by many pro-censorship leaders as being too drastic to be effective as a law. A meeting of representatives of the Dramatists' Guild, The

League of New York Theaters, Inc., and the Actors' Equity listened to a proposal for a committee on self censorship, to be made up of members of the profession, but no action on the plan has been taken. The Dramatists' Guild, a division of the Authors' League, has maintained its opposition to all censorship, whether from within or from outside the profession, but has cooperated in sending representatives to the recent conferences.

### Kansas Book Dealers' Convention

**T**HE big subject for the 15th Annual Convention of the Kansas Book Dealers' Convention this year will be a Socialistic move for free school books for the state. Chain store competition, store arrangement, and many other matters of great importance to the small and large town book and stationery dealer will be discussed, during the days of Feb. 16 and 17.

The meeting will be held for the 7th time at the Hotel Kansan Roof Garden, Topeka. The display tables will be arranged around the big room and the meeting will be held in the center of the room. A banquet will be held Monday evening, Feb. 16. There will be no charge to the manufacturers or publishers for display space up to 8 ft. If any of the firms need more space, it can be had at the rate of \$5. per 6 ft. table. There will be no registration charge either to the dealers or firm representatives. The only charge will be for the banquet.

On account of the State Legislature being in session, a very large attendance is expected by Phil M. Anderson, of Newton, president of the Association.

### Handbook for Librarians

**T**HE new "Handbook of Commercial and Financial Information Services" has just been compiled by the Special Libraries Association. This new handbook describes the type of information offered by 214 important commercial services and gives their cost and frequency of publication. The introduction to the book contains an analysis of the important phases of the subjects of commerce, finance, advertising, marketing and insurance, and lists the indispensable services covering each. These analyses are by special libra-

rians who know each field intimately. Such advice from experts is invaluable. The price is \$1.50 to members and \$2.00 to all others. Order from the Special Libraries Association, 11 Nisbet Street, Providence, Rhode Island.

### A Shop for \$1,000 Books

**A** RATHER ambitious undertaking, the "The Thousand Dollar Book Shop," was opened this week at 137 East 55th Street. The announcement sent out by the new shop is, in part, as follows: "Societies and associations there are who make it their primary object to succor and aid the indigent poor. These are worthy aims and will be suitably rewarded on the Day of Judgment. We feel, however, that the claims of the rich upon the cultural and well-informed circles are equally strong and should receive first aid."

"No item of lesser value than \$1,000 will be offered at any time and the bookshop will stand behind every offer, guaranteeing its authenticity in order that the lucky purchaser may have no misgivings about having invested wisely and safely." Stock such as this bookshop contemplates carrying will have one advantage; it will not require large space, and even a small shop, judged on a space basis, is not likely to be overcrowded with bookbuyers. If it sells a half dozen books a day, the total of receipts at the end of the year will be very large.

### For Children in a Hospital

**I**N connection with the celebration a year from this date of the birth of Lewis Carroll, Columbia University is now planning an exhibit of Lewis Carroll material. Besides this, it is hoped to use this occasion to gather a library of children's books for the Babies' Hospital of New York as a memorial to this well-loved author. The anniversary date is January 27, 1932. The University is gathering contributions from 25 cents to \$5 "from anyone who has been a child and remembers how it felt when sick in bed to have a book to look at." This idea of a special collection for younger children is one that might well be taken up in other cities, and in Indianapolis at least there is already a



picture book collection in the James Whitcomb Riley Memorial Hospital. While New York is supporting the Columbia idea, booksellers in other cities might further the project.

### The Booksellers' League Dinner

**T**HE Booksellers' League will hold its February dinner at the Hotel Brevoort on Wednesday evening, February 25th, at 6:30 P.M. Ladies may be invited to this meeting. There will be dancing after dinner. The guests of honor will include Mae West who will announce the title and publication date of her next book; Helen Hathaway, author of "What Your Voice Reveals"; Dorothy Gordon, author of "Sing It Yourself" will sing; Antoinette Spitzer, author of "Life Comes to Judith," will talk about the experiences of a newspaper woman. Since the seating capacity of the room is limited, guest tickets should be applied for immediately.

### Franklin's Birthday

**I**N celebrating Franklin's birthday on January 18, it was suggested by the mayor of New York that we should remember especially that two hundred years ago this very year he organized the first circulating library in America. At that time, as he says in his autobiography, there was not even a good bookseller's shop "southward of Boston," and the people who loved reading had to send for their books to England. There are now, by contrast with Franklin's day, upwards of 5,000 libraries in the United States with collections of more than 3,000 volumes, while the total circulation for all the libraries was estimated to be 114,000,000 in the year 1929. "Wreaths will be laid and addresses made in Franklin's memory as a printer, scientist, philosopher, man of letters and statesman," says the *New York Sun*, "but there should also be a frame or 'garnished niche' whence he may in this bicentennial year look out upon each of the thousands of libraries of which his little circulating library in Jone's Alley in Philadelphia was the pioneer."

### New Editor of Dictionary

**D**R. DUMAS MALONE, associate of the late Dr. Allen Johnson in the editorship of the "Dictionary of American

Biography," was named sole editor-in-chief yesterday by the publication's committee of management at a meeting in the office of Dr. John H. Finley, associate editor of the *New York Times*. Dr. Malone has been active in compiling the life histories of 13,000 or more Americans since July, 1929, when he resigned a professorship of history at the University of Virginia to join Dr. Johnson. The sixth of the twenty projected volumes of biography is about to be published by Charles Scribner's Sons.

### Obituary Notes

#### DONALD MACDONALD

**DONALD MACDONALD**, general manager of the Country Life Press and a director of Doubleday, Doran & Company, died, February 1st, at the Nassau Hospital, in Mineola, N. Y., following an appendicitis operation performed more than a week before. He was forty-two years old. Mr. MacDonald was born in Brooklyn and educated in the public schools there. He entered Doubleday, Page & Company at the age of fifteen and remained with the firm, which later became Doubleday, Doran & Company, throughout his life. He was made a member of the board of directors when the new firm was formed. At the same time the company became associated with Heinemann, in London, and Mr. MacDonald was sent to England to establish the Kingswood Press.

#### PROFESSOR ALLEN JOHNSON

**PROFESSOR ALLEN JOHNSON**, author, editor and former professor of American history at Yale, died in Washington, D. C. on January 18th, at the age of 61. He was run over by an automobile while crossing the street. Professor Johnson was born in Lowell, Mass., in 1870, and was graduated from Amherst in 1892. He taught history in the Lawrenceville School for two years and later spent several years in study in Leipzig, Paris and at Columbia University. From 1898 to 1905 he was professor of history at Iowa College, now Grinnell College, and from 1905 to 1910 at Bowdoin College. In 1925 he was chosen to edit the *New Dictionary of American Bi-*

ography. He was the author of "Stephen A. Douglas," "Jefferson and His Colleagues," "Union and Democracy" and many other books.

#### PHILIP L. HALE

PHILIP L. HALE, artist and critic of art, died at the age of sixty-six in the Beacon Memorial Hospital, Boston, Mass., on February 2nd. Philip L. Hale was the son of Edward Everett Hale and was born in 1865 in Boston but received his artistic education abroad. For twenty-five years he was closely connected with the Museum of Fine Arts in Boston and in addition to his own work became art critic of the *Boston Herald*. In addition to newspaper and magazine articles Mr. Hale also wrote several biographical sketches of artists and completed a critical study of the painter, Jan Vermeer.

#### Changes in Price

LONGMANS, GREEN & COMPANY  
Feval, "The Mysterious Cavalier"  
"Martyr to the Queen"  
"Secret of the Bastille"  
"Heir of Buckingham"  
"Comrades at Arms," all reduced to \$2.  
Miller & Fletcher, "The Church and Industry,"  
reduced to \$2.

DUTTONS, INC.  
James Bayard Clark, "Virginia and the Mason Bee,"  
from \$2. to \$1.50.

#### Business Notes

ALBUQUERQUE, N. M.—O. A. Watson Company has been purchased by the Santa Fe Book & Stationery Co., of Santa Fe. Business will now be conducted under the name of Albuquerque Stationery Co.

CHICAGO, ILLINOIS.—New Publishing Company, 527 So. Clark Street, are successors to The Canterbury Press and Occult Publishing Co., both of Chicago.

CHICAGO, ILL. — Circulating Bookshelves, 3101 Leland Avenue. D. Riback.

CHICAGO, ILL.—Temple Bookshop, 219 S. Dearborn Avenue, out of business. J. W. Adair, owner, deceased.

DALLAS, TEX.—The Dallas (Texas) offices of Houghton Mifflin Company are now located at 715 Browder Street, having moved at the first of the year from their former location at 1909 Bryan Street. The present location is in a new two-story building, the other half of which is occupied by D. C. Heath & Co. These new offices of Houghton Mifflin Company com-

prise approximately 8600 square feet of clear space, inside dimensions. J. W. Prater is the manager in charge.

DETROIT, MICHIGAN.—A. S. MacDonald has purchased the Detroit Book Shop, 10827 E. Jefferson Avenue, from its former owner Mr. Shaffett. "The Detroit Book Shop" will be retained as the firm name.

KANSAS CITY, MISSOURI.—H. M. Sender, formerly of H. M. Sender & Co., has opened a new business at 5845 Central Street under the firm name of H. M. Sender, Book Broker, and will deal extensively in rare and first editions, autographs, Western Americana and standard sets. The firm of H. M. Sender & Co., 1336 Walnut Street, is no longer in existence.

MINNEAPOLIS, MINN.—Stanley Weiser Bookshop, 425 14th Avenue, S. E., now owned and operated by S. S. Jack.

NEW YORK CITY.—Friedmans' Book-sellers, Importers and Publishers, have removed to 18 West 23rd Street.

NEW YORK CITY.—The Evelyn Bookshop, Rare and Old Books, has been opened at 116 Fourth Avenue. This shop is a branch of the Julian Press of 1060 Broad St., Newark, N. J.

NEW YORK CITY.—The Yoke Book Shop, F. M. Cornell, is now open for business at 203 Ninth Avenue.

NEW YORK, N. Y.—Gertrude Frank, The Strathmore School, 691 Gerard Avenue. Rental library specializing in books for children and parents. To open February 1st.

NEW YORK CITY.—The Caxton Company, publishers and booksellers, have moved from 507 Fifth Ave. to 35 West 44th Street.

NORTH LITTLE ROCK, ARK. — Lucille Rental Library, City Hall. Mildred Glover.

RENO, NEV.—Sage Book and Gift Shop, 36 East Second Street. Opened November 5th. Books for sale and rental library.

SAN ANTONIO, TEXAS.—Powers Book Store has been adjudged in bankruptcy. Meeting of its creditors will be held on February 5th.

SALEM, OREGON.—Kimball School of Theology is indefinitely suspended and should be removed from all publishers' mailing lists.

# The Weekly Record

*Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries*

**T**HIS is a big week for publishers of popularly priced reprints. Numbers of Blue Ribbon Books, Bonibooks, Everyman's Library, Star Books, Universal Library, and Popular Copyrights are filling our shelves. Other books in series and new editions include volumes in the Loeb Classical Library; books on India (*Underwood*) and Germany (*Jones*) in the Library of Contemporary Thought; one volume editions of "Splendour of the Heavens," *Phillips*, "Stories from the Operas," *Davidson*, and "The World Crisis," *Churchill*; and an edition of *Tomlinson's* "The Sea and the Jungle," illustrated by *Clare Leighton*.

New volumes of short stories, that will be highly interesting to customers who want to keep abreast of modern fiction, are listed under "Best Short Stories of the War," *De La Mare*, "On the Edge," *Powys*, "The White Paternoster," and *Sitwell*, "Dumb Animal."

Books of the week particularly appropriate to this month are two studies of Lincoln, "Tad Lincoln's Father," by *Bayne* and "Lincoln and His Cabinet" by *Macartney*. Others, which will have their best sales during the indoor winter season, and which are suggestive of special displays are "Homespun Handicrafts" by *Bowles*, "How to Make Hooked Rugs" by *Taylor*, and *Percival Wilde's* new volume of ten one-act plays for little theatres.

Travel is the colorful topic of a number of new books. *Clara Laughlin's*

latest, "So You're Going to Spain," has just appeared. There are a variety of others. See *De Leeuw*, "Cross Roads of the Java Sea," *Gibbons*, "Tramping through Ireland," *Grimshaw*, "Isles of Adventure," *Kearton*, "The Island of Penguins" and *Ellaby*, "Pompeii and Herculaneum," in the Little Guides series.

Timely books on modern problems include a study of the present condition of the American Indian, by *Gessner*, "The Black Worker," the relation of the Negro to industry, by *Spero* and *Harris*, "The Soviet Challenge to America," by *Counts*, and "The Road to Culture" by *Shaw*.

A feature of the first week in February's books is the publication of a number of histories of solid worth. There's the eighth volume of the Cambridge Ancient History, listed under *Cook*; "An Economic History of Australia" by *Shann*; "A Biographical History of the French Revolution" by *Whitman*; "The Diaries of John Bright," a leading Victorian statesman, now first published under the editorship of *R. A. J. Walling*; "The History of the Maya," a people in whom interest is steadily increasing, by *Gann* and *Thompson*; a new contribution to the Louisiana and New Orleans literature, that has been so popular lately, "Four Cents an Acre," a history of Louisiana under the French, by a Frenchman, *Georges Oudard*; and, for the research student, "Narratives of the Discovery of America," edited by *Lawrence* and *Young*.

**T**HIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.



# The Weekly Record of February 7th, 1931

## Abingdon, Alexander, comp.

Boners; being a collection of schoolboy wisdom, or knowledge as it is sometimes written, compiled from classrooms and examination papers. 110p. il. T c. N. Y., Viking \$1  
Some gems in educational misinformation.

## Acland, Baldwyn Dyke

Peregrine; a novel. 297p. D c. N. Y., McBride \$2

A picture of English life is given in this story of Perry Okewood, from his boyhood days in a country vicarage to his late thirties as a successful, married man.

## Adams, Eustace L.

The plane without a pilot. 221p. front. D (Andy Lane story) [c.'30] N. Y., Grosset 50 c.

## Andrews, Robert D.

The stolen husband; a Chicago novel. 238p. D (Popular copyrights) [c.'31] N. Y., Grosset 75 c.

When Terry grew tired of Nancy, she went on alone and tried to save her husband from disgrace, and in so doing found real love with another man.

## Anonymous

My men. 251p. D c. N. Y., Richard R. Smith \$2

An English girl, who becomes a fashion writer of New York, tells the story of the men she meets and knows intimately.

## Ashdown, Margaret

English and Norse documents, relating to the reign of Ethelred the Unready. 324p. (bibl. notes and footnotes) O '30 [N. Y.] Macmillan \$5.50

## Attwater, Donald, and others, eds.

The Catholic encyclopaedic dictionary. 592p. (12p. bibl.) front. (por.) O c. N. Y., Macmillan fab., \$4

A reference volume of words, terms, names and phrases in common use in the philosophy, theology, liturgy and institutions of the Catholic Church.

## Augustine, Saint, bp. of Hippo

Select letters; with an English translation by James Houston Baxter. 586p. (8p. bibl.) S (Loeb classical lib., no. 239) '30 N. Y., Putnam \$2.50; lea., \$3.50

## Austin, A. B., comp.

An angler's anthology. 186p. il. Q ['31] N. Y., Scribner \$8.50

The most memorable prose and poetry selections about fishing from 1496. Illustrated with reproductions of drypoint etchings by Norman Wilkinson.

Ayer (N. W.) & Son's directory of newspapers and periodicals, 1931. 1386p. maps (col.) O c. Phil., N. W. Ayer & Son.

\$15; thin pap. ed., \$20

## Barnett, Joseph H., and others

The green entertainment book; fifty-four plays, dialogs, drills, readings, . . . and programs for all grades. 198p. il., diags. S '30 Chic., A. Flanagan 75 c.

## Barretto, Larry

The indiscreet years. 329p. D [c.'31] N. Y., Farrar & Rinehart \$2

The story of Helena Fane, a brilliant and provocative woman, who has some indiscreet years in her life over which she must triumph.

## Basil the Great, Saint

The letters; with an English translation by Roy J. Deferrari; v. 3. 503p. (bibl. footnotes) S (Loeb classical lib., no. 243) '30 N. Y., Putnam \$2.50; lea., \$3.50

## Baunard, Louis

The evening of life (compensations of old age); tr. by John L. Stoddard. 321p. D [c.'30] Milwaukee, Bruce Pub. Co. \$2

## Bayne, Julia Taft

Tad Lincoln's father [foreword by William E. Barton]. 218p. il. O c. Bost., Little, Brown \$2

Abraham Lincoln as a father, his home life and war-time Washington are described by the author, who, as a girl knew the Lincoln family intimately through her brothers who were the chums of Willie and Tad Lincoln.

## Bede (The Venerable)

Baedae opera historica; with an English translation by J. E. King; 2 v. 540p.; 517p. (bibl. footnotes) fronts., map (col.) S (Loeb classical lib., nos. 246, 8) '30 N. Y., Putnam \$2.50; lea., \$3.50, ea.

## Berkeley, Anthony, pseud. [Anthony Berkeley Cox]

The poisoned chocolates case. 299p. D (Popular copyrights) [c.'29] N. Y., Grosset 75 c.

Best short stories of the War; an anthology; introd. by H. M. Tomlinson. 851p. O c. N. Y., Harper \$3.50

Sixty-six stories by leading French, German, English and American writers.

## Blackmore, Richard Doddridge

Lorna Doone; il. by Mead Schaeffer. 646p. il. (col.) O [c.'30] N. Y., Dodd, Mead \$3.50

## Bailey, Hamilton

Emergency surgery; v. 1. 398p. il. (pt. col.) O '30 N. Y., Wm. Wood \$8

## Ballantine, Henry W.

Ballantine's manual of corporation law and practice. '30 Chic., Callaghan & Co. \$15

## Bell, Mrs. N. S., comp.

Pathways of the Puritans. 432p. il. O '30 Framingham, Mass., Old America Co. apply

## Belling, John

The life-world; poems of science. 70p. S

[c.'28, '30] San Francisco, Margaret Mary Morgan Co., 619 California St. pap., 50 c.

## [Bennett, M. K., and others]

The world wheat situation, 1929-30; a review of the crop year. 95p. (bibl. footnotes) diags. Q (Wheat studies, v. 7, no. 2) '30 c. Stanford Univ., Cal., Food Research Inst. pap., apply

## Berkeley, L. M.

Addition-subtraction logarithms; to five decimal places. 135p. O '30 N. Y., White Bk. & Supply Co., 36 W. 91st St. pap., \$3.25

**Boccaccio, Giovanni**

The decameron; 2 v. 382p. Q '30 N. Y.,  
Lim. Editions Club. \$10, bxd. to members

**Boehmer, H.**

Luther. 368p. il. O '30 N. Y., Dial Press  
\$5

**Bowles, Mrs. Ella Shannon**

Homespun handicrafts. 251p. O c. Phil.,  
Lippincott \$3  
A description of the various pioneer handicrafts of  
colonial America.

**Bragdon, Claude Fayette**

The eternal poles. 119p. diags. O '31, c.  
'30, '31 N. Y., Knopf \$2  
A book about love, in all its forms and phases.

**Brandt, Harry A.**

The conquest of peace. 156p. il., map D  
'30 c. Elgin, Ill., Elgin Press, 16 S. State St.  
\$1.25

The building of Cosmopolis, a cultural capital for  
the world, is the project proposed in this book on  
world peace.

**Bright, John**

The diaries of John Bright; foreword by  
Philip Bright; ed. by R. A. J. Walling. 603p.  
il. O '31, c. '30, '31 N. Y., Morrow \$7.50

John Bright was an English statesman and a  
friend of Lincoln and supporter of the Union cause.  
His diaries reflect the events of a full career and  
contain portraits of many famous people of Victoria's  
time.

**Brinig, Myron**

Wide open town. 306p. D [c. '31] N. Y.,  
Farrar & Rinehart \$2.50

Two Irishmen, uncle and nephew, are the chief  
characters in this story of the growth of an American  
mining town.

**Brock, Lynn, pseud. [Alister McAllister, An-  
thony Wharton, pseud.]**

Murder at the inn. 263p. D (Popular copy-  
rights) [c. '29] N. Y., Grosset 75 c.

**Brookman, Laura Lou**

Heart hungry. 408p. D (Popular copy-  
rights) [c. '30] N. Y., Grosset 75 c.

Although Celia Rogers was suddenly swept into a  
world of wealth and social excitement, she preferred  
Barney, the boy across the street in her old life, to  
her many new suitors.

**Browne, George Waldo**

Real legends of New England. 264p. il. D  
[c. '30] Chic., A. Whitman \$1.50

**Burnham, David**

This our exile. 423p. D c. N. Y., Scribner  
\$2.50

This story of a modern American family and their  
reaction to the death of the father, a successful banker,  
is laid in Chicago, New York, and undergraduate  
Princeton.

**Burtis, Thomson**

Rex Lee, aerial acrobat. 280p. front. D  
(Rex Lee flying stories) [c. '30] N. Y., Gros-  
set 50 c.

**Butler, Samuel**

The way of all flesh. 446p. D (Bonib'ks,  
42) '31 N. Y., Boni pap., 50 c., bxd.  
The way of all flesh. 490p. O (Universal  
lib.) [n.d.] N. Y., Grosset \$1

**Cabell, James Branch**

The high place; a comedy of disenchant-  
ment. 319p. D (Bonib'ks, 40) '31, c. '23 N. Y.,  
Boni pap. 50 c., bxd.

**Campbell, Lily Bess**

Shakespeare's tragic heroes; slaves of pas-  
sion. 260p. (bibl. footnotes) il. O '30 [N. Y.]  
Macmillan \$5.50

A study of the four great tragic heroes of Shake-  
speare—Hamlet, Othello, King Lear and Macbeth—in  
each of whom a dominating passion is analyzed in  
accordance with the medical and philosophical teaching  
of Shakespeare's time.

**Carnes, Hugh Byron**

Manual de correspondencia comercial es-  
pañola. 197p. S [c. '31] N. Y., Holt \$1

**Carpenter, William Weston, and Rufi, John**

The teacher and secondary-school adminis-  
tration, from the point of view of the class-  
room teacher. 471p. (bibls.) D [c. '31]  
[Bost.] Ginn \$2.40

**Castello, Inez**

El Dictador. 300p. D c. N. Y., Dial Press  
\$2

To Flamma Bellaires, an English girl, the love of  
the handsome Spaniard, known as "El Dictador,"  
was an overwhelming and new experience.

**Cavanah, Frances**

Children of America, in picture strip. no p.  
il. obl. S (Picture strip b'ks) '30 c. Chic.,  
Thos. S. Rockwell Co. 50 c.

The stories of national heroes told in pictures with  
explanatory text.

**Cellini, Benvenuto**

The autobiography of Benvenuto Cellini;  
tr. by John Addington Symonds. 450p. D  
(Bonib'ks, 43) '31 N. Y., Boni pap. 50 c., bxd.

The autobiography of Benvenuto Cellini.  
506p. O (Universal lib.) [n.d.] N. Y., Gros-  
set \$1

**Buckley, Albert Coulson**

Nursing mental and nervous diseases, from the  
viewpoints of biology, psychology and neurology; and  
ed., rev. 312p. (3p. bibl.) il., diagr. O (Lippincott's  
nursing manuals) [c. '30] Phil., Lippincott \$3

**Bullard, James Atkins and Kiernan, Arthur**

Plane and spherical trigonometry; with stereo-  
graphic projections; 2nd ed., rev. 274p. il., diags.  
D '30 Bost., Heath apply

**Buros, Francis C., and Buros, Oscar K.**

Expressing educational measures as percentile  
ranks. 27p. (bibl. footnotes) D (Test method helps,  
no. 3) [c. '30] [Yonkers, N. Y.], World B'k pap., 10 c.

**Cameron, Eleanor, ed.**

Many-a-way for patriotic days; patriotic programs

in song and verse and plays. 191p. D (Many-a-way  
ser.) [c. '30] Bost., W. H. Baker pap., 60 c.

Carnegie Institution of Washington yearbook no. 29;  
July 1, 1929, to June 30, 1930. 473p. (bibls., bibl.  
footnotes) maps, diags. O '30 Wash., D. C., Car-  
negie Inst. pap.

**Carson, William J., ed.**

The coming of industry to the South. 300p. (bibl.  
footnotes) il., maps, diags. O (Annals, v. 153) c  
Phil., Amer. Acad. of Political & Social Science  
pap., \$2

**Cassell, Charles Willis, and others, eds.**

History of the Lutheran church in Virginia and  
East Tennessee. 418p. il., diagr. O '30 Strasburg,  
Va., Shenandoah Pub. House \$3.50

**Christie, Mrs. Agatha Miller**

The mysterious Mr. Quin. 290p. D (Popular copyrights) [c.'30] N. Y., Grosset 75 c.

**Churchill, Winston Leonard Spencer**

The world crisis [new 1 v. ed.] 878p. (bibl. footnotes) maps (pt. col.), diagrs. (pt. col.) O '31, c.'23-'31 N. Y., Scribner \$5

**Clark, Mrs. Eva Lee Turner**

Hidden allusions in Shakespeare's plays. 703p. (bibl. footnotes) front. (por.) O [c.'31] N. Y., Wm. F. Payson \$7.50

A study of the Oxford theory based on the records of early court revels and personalities of the times.

**Cleugh, Sophia [Mrs. Dennis Cleugh, Ursula Keene, pseud.]**

Enchanting Clementina. 326p. D c. Bost., Houghton \$2

London and Paris in the fifties are the background for this story of Clementina Arlieska, a fascinating and popular dancer.

**Cohen, Octavus Roy**

Six seconds of darkness. 299p. D (Popular copyrights) [c.'18] N. Y., Grosset 75 c.

**Colman, Louis**

Lumber. 296p. D c. Bost., Little, Brown \$2

The story of Jimmie Logan, who drifts from job to job in a lumber-mill town of the Northwest, and of Pearl, his wife, and their marriage.

**Cook, Stanley Arthur, and others, eds.**

The Cambridge ancient history; v. 8, Rome and the Mediterranean, 218-133 B.C. 865p. (bibls.) maps, diagrs. O '30 N. Y., Macmillan \$9.50

**Corney, Evie, and Dorland, George William**

Great deeds of great men; rev. ed. 256p. il., maps D [c.'19,'30] Bost., Heath \$1

**Counts, George Sylvester**

The Soviet challenge to America. 387p. (21p. bibl.) O [c.'31] N. Y., John Day \$4

An account of the Five Year Plan and its progress, and its meaning for America.

**Cragg, Alliston**

Understanding the stock market; a handbook for the investor. 292p. (bibl.) O [Star b'ks] [c.'29] Garden City, N. Y., Garden City Pub. Co. \$1

**Crofts, Freeman Wills**

The sea mystery; an Inspector French detective story. 347p. D (Popular copyrights) [c.'28] N. Y., Grosset 75 c.

**Cross, Tom Peete, and others**

American writers. 636p. il. (col. front.), maps O (Good reading for high schools, 3) [c.'31] Bost., Ginn fab. \$2.12

**Curran, Rev. Charles F.**

The eucharistic life. 250p. D [c.'30] Milwaukee, Bruce Pub. Co. \$1.75

**Dakin, Edwin Franden**

Mrs. Eddy; the biography of a virginal mind. 573 p. (11p. bibl.) O [c.'29,'30] N. Y., Blue Ribbon B'ks \$1

**Davidson, Gladys**

Stories from the operas. 1064p. D '31 Phil., Lippincott \$3

The author's three works, "Stories from the Operas," "Stories from the Russian Operas" and "More Stories from the Operas," have been re-edited and combined into one volume with short biographies of the composers.

**Davis, Owen**

I'd like to do it again. 241p. il. O [c.'31] N. Y., Farrar & Rinehart \$3

The theatrical reminiscences of a distinguished American playwright.

**Dearden, Harold**

The mind of the murderer, 288p. O [n.d.] N. Y., Sears \$3.50

By means of the stories of a number of famous murder cases, the author enlarges his thesis that the crimes were the result, on quite ordinary people, of psychological situations, to which we are all exposed.

**Delafield, E. M., pseud. [Mrs. Edmée Elizabeth Monica De La Pasture Dashwood]**

House party. 334p. D [c.'31] N. Y., Harper \$2.50

A story of English society centering upon the ambitious Clarissa Marley and her plans for the future of her stepdaughter Sophie, but with a host of other characters.

**De La Mare, Walter John**

On the edge. 314p. O '31 c.'27-'31 N. Y., Knopf \$3

Eight stories which have appeared in English periodicals during the past few years.

**De Leeuw, Hendrik**

Crossroads of the Java Sea. 363p. (8p. bibl.) il. O [c.'31] N. Y., Cape & Smith \$3.50

Travel in the islands of Java, Sumatra, Borneo, Celebes and Bali, describing the ways of life of their people. Illustrated from photographs, and drawings by Alexander King.

**Demosthenes**

Olynthiacs, Philippics, minor public speeches, speech against Leptines; with an English translation by J. H. Vince. 627p. (2p. bibl.) (Loeb classical lib., no. 238) '30 N. Y., Putnam \$2.50; lea., \$3.50

**Dixon, Franklin W.**

Flying to the rescue, or, Ted Scott and the big dirigible. 222p. front. D (Ted Scott flying stories) [c.'30] N. Y., Grosset 50 c.

**Dodge, Raymond**

Conditions and consequences of human variability. 172p. O (Inst. of Human Relations) c. New Haven, Conn., Yale \$2.50

A professor of psychology in Yale University describes the experiments whereby he derived the conclusion that variability is an essential of human growth and intelligence.

**Crookshank, Francis Graham, M.D.**

Epidemiological essays. 145p. (bibls.) O (Anglo-French lib. of medical and biol. science) '31 N. Y., Macmillan \$2.50

**Crosby, M. A., and Kephart, L. W.**

Sweetclover in corn belt farming. 28p. il. O (U. S. Dept. of Agric., farmers' bull. no. 1653) '31 Wash., D. C., Gov't Pr. Off., Sup't of Doc. pap., 5 c.

**Davidson, Maurice, M.D.**

Cancer of the lung, and other intrathoracic tumors. 183p. il. O '30 N. Y., Wm. Wood \$5.50

**Davidson, Victor**

History of Wilkinson County. 645p. il. (pt. col.), maps O [c.'30] Macon, Ga., J. W. Burke Co. \$5



**Durkee, James Stanley, D.D.**

The pull of the invisible, and other addresses. 197p. D [c.'31] N. Y., Revell \$2

Radio talks by the pastor of Plymouth Church, Brooklyn, N. Y., which were sponsored by the Federal Council of the Church of Christ in America.

**Dutcher, Dean**

The Negro in modern industrial society; an analysis of changes in the occupations of Negro workers 1910-1920. 151p. (bibl.) diagrs. O '30 c. Lancaster, Pa. [Science Press] \$2

**Eberhart, Mrs. Mignon G.**

While the patient slept. 313p. D (Popular copyrights) [c.'30] N. Y., Grosset 75 c.

**Eckermann, Johann Peter**

Conversations of Goethe with Eckermann [tr. by John Oxenford; ed. by J. K. Moorhead; introd. by Havelock Ellis] 478p. (bibl.) S (Everyman's lib. no. 851) [c.'30] N. Y., Dutton flex. cl. 90 c.

**Eden, Rob**

Step-child. 277p. D (Popular copyrights) [c.'30] N. Y., Grosset 75 c.

The story of a girl who emerged from an automobile accident with no memory of her name or past life.

**Einstein, Albert**

About Zionism; speeches and letters; tr. and ed. by Leon Simon. 94p. (3p. bibl.) D c. N. Y., Macmillan \$1.25

A collection of some of the speeches and letters in which the famous mathematician has expressed his ideas about Zionism, the movement to restore a Jewish national life in Palestine.

**Eliot, Ethel Augusta Cook [Mrs. S. A. Eliot, jr.]**

Ariel dances. 307p. D c. Bost., Little, Brown \$2

The romance of Ariel Clare, whose painter-father had left her an orphan, and who comes to this country from her Bermuda home, to live with the somewhat austere Weyman family.

**Ellaby, Christopher George**

Pompeii and Herculaneum. 210p. il., map T (Little guides) '31 N. Y., McBride \$2.50

A guide to the excavated remains of two old Roman towns.

**Ellis, Kenneth M.**

The trial of Vivienne Ware; a radiodrama. 209p. D (Popular copyrights) [c.'31] N. Y., Grosset 75 c.

This murder trial story about a wealthy society girl charged with killing her fiancé was originally broadcast over station WJZ.

**Endore, S. Guy**

Casanova, his known and unknown life. 422p. (15p. bibl.) front. O [c.'29] N. Y., Blue Ribbon B'ks \$1

**Faulkner, William**

Sanctuary. 380p. D [c.'31] N. Y., Cape & Smith bds. \$2.50

Temple Drake is driven by a drunken escort, in search of more drink, to the crumbling mansion in the Tennessee woods occupied by a moonshiner, where a murder is committed.

**Flaubert, Gustave**

Madame Bovary; a study of provincial life; ed. by Dora Knowlton Ranous. 391p. D (Bonib'ks, 35) '30, c.'19 N. Y., Boni pap., 50 c.

Salammbô; a story of ancient Carthage; ed. by Dora Knowlton Ranous. 394p. D (Bonib'ks, 36) '30, c.'19 N. Y., Boni pap., 50 c.

**Folwell, William Watts**

A history of Minnesota; v. 4. 588p. (bibl. footnotes) il., maps O '30 c. St. Paul, Minn. Historical Soc. \$5

**Fontany, Elena**

Other worlds than this. 112p. il., diagr. D (Story of the world) '30 c. Chic., Thomas S. Rockwell Co. \$1.25

Information about the planets, for young people.

**Forsyth, Nathaniel Frederick**

Week-day church schools; their organization and administration. 146p. (bibls.) il., diagrs. O [c.'30] N. Y., Methodist B'k. \$1.25

**Fowler, Gene**

Shoe the wild mare. 376p. D [c.'31] N. Y., Liveright \$2.50

Adam Brook, an American millionaire industrial leader known as "the little Napoleon of Pine Street," finds that he cannot hold his lovely young wife, Enid.

**France, Anatole**

In all France; children in town and country; tr. by A. G. Wipperfurth. 112p. il. (col.) O [c.'30] Chic., A. Whitman \$1.50

Thaïs; tr. by Robert B. Douglas. 226p. D (Bonib'ks, 41) '31 N. Y., Boni pap. 50 c., bxd.

**Gann, Thomas William Francis, and Thompson, J. Eric**

The history of the Maya, from the earliest times to the present day. 274p. (2p. bibl.) il., map D c. N. Y., Scribner \$2.50

The complete story of Mayan civilization.

**Garvie, Alfred Ernest, D.D.**

The Christian ideal for human society. 477p. (bibl. footnotes) O '30 N. Y., Richard R. Smith \$4

Setting forth a system of ethics for our age; a companion volume to the author's "The Christian Doctrine of the Godhead."

**Gerould, Katharine Fullerton [Mrs. Gordon Hall Gerould]**

The light that never was. 237p. D c. N. Y., Scribner \$2

Tony and Lydia were instantly attracted to each other and start off on a trip together to find "the light that never was"—and then John, Lydia's fiancé, arrives on the scene.

**Eyre, J. W. H., M.D.**

Bacteriological technique; new 3rd ed. 634p. il. O '30 N. Y., Wm. Wood \$7.50

**Frost, Holloway Halstead**

On a destroyer's bridge. 120p. il. O '30 Annapolis, Md., U. S. Naval Inst. \$2

**Fulton, William R.**

A map and guide book for Oklahoma history. 88p. Q '30 Oklahoma City, Okla., Harlow Pub. Co. pap., 40 c.

**Gledhill, Rev. A. E.**

The Church catechism explained; 2nd ed. 31p. T [n.d.] [Milwaukee, Morehouse Pub. Co.] pap., 15 c.

**Gessner, Robert**

Massacre; a survey of today's American Indian. 428p. il. O [c.'31] N. Y., Cape & Smith \$3

The author depicts tragic suffering and injustice at the hands of the whites among the present day Indians, and charges the Indian Bureau with corruption and favoritism.

**Gibbons, John**

Tramping through Ireland. 152p. D [c.'31] N. Y., Dutton \$2.50

A journey that gives a true picture, interpreting Ireland and its people.

**Ginter, Helen Brennehan**

My brownie puzzle book; puzzles in pictures. no p. il., diagrs. obl. S (Picture strip b'ks) '30 c. Chic., Thos. S. Rockwell Co. 50 c.

Containing cross-word puzzles, enigmas, acrostics, etc., for children.

**Gore, Bp. Charles**

The philosophy of a good life; being the Gifford Lectures delivered in the University of St. Andrews, 1929-30. 359p. (bibl. footnotes) O '30 N. Y., Scribner \$3

An historical examination of the conception of the good life as taught by the famous moral leaders of mankind and an analysis of these various types of ethical teaching.

**Grayson, Jennie Thornley**

Germanna; an historical novel. 181p. front. D '30 c. Strasburg, Va., Shenandoah Pub. House \$2

This historical romance is based upon the ghost stories and traditions which haunt the home which "Parson" John Thompson built for his bride, the former Lady Spotswood, in 1742.

**Gregg, Cecil Freeman**

I have killed a man! 311p. D c. N. Y., Dial Press \$2

In which the murderer tells the story of his crime and the efforts of the English police to trap him.

**Grey, Zane**

Sunset Pass. 349p. D c. N. Y., Harper \$2

When Trueman Rock, daring young rider, fell in love with Thiry Preston he sensed that there was some mystery surrounding the locked-in valley, Sunset Pass, where the Prestons reigned supreme.

**Gribble, Francis Henry**

Dumas, father and son. 279p. il. (pors.) O ['30] N. Y., Dutton \$5

A biography of the two French writers.

**Gribble, Leonard R., comp.**

The Jesus of the poets; an anthology. 157p. S ['30] N. Y., Richard R. Smith \$1.25

A collection of poetry about Jesus.

**Grimshaw, Beatrice Ethel**

Isles of adventure, from Java to New Caledonia but principally Papua. 301p. il., O c. Bost., Houghton \$3.50

Recent journeys and experiences of a woman who has lived in the South Pacific for twenty-five years.

**Gul, Roman**

Provocateur; a historical novel of the Russian Terror; tr. by L. Zarine; ed. with introd. by Stephen Graham. 336p. O [c.'31] N. Y., Harcourt \$2.50

The true story of Evno Azef who played a treacherous double rôle in Russia by serving both the Russian secret police and the Revolutionary party.

**Hayes, Helen M.**

The Buddhist Pilgrim's progress; from the Shi yen ki "The records of the journey to the Western Paradise" by Wu Ch'eng-en. 105p. S (Wisdom of East ser.) ['30] N. Y., Dutton \$1.20

**Heal, Edith**

Siegfried. 368p. il. (pt. col.), map (col.) O '30 c. Chic., Thos. S. Rockwell Co. \$2.50

A story about an epic hero, for young people.

**Hearn, Lafcadio**

Letters from The Raven; being the correspondence of Lafcadio Hearn with Henry Watkin; ed. by Milton Bronner. 201p. il. D (Bonib'ks, 38) '30, c. '07 N. Y., Boni

pap. 50 c.

**Heywood, Delia A., and others**

The red entertainment book; twenty-five clever plays for intermediate and grammar grades, high schools, and amateur theatricals. 190p. S '30 Chic., A. Flanagan 75 c.

**Hill, John Louis**

Negro: national asset or liability? 246p. D [c.'30] N. Y., Literary Associates, 3311 Chrysler Bldg. \$2

This racial study about the Negro in American life is the first volume in a series of future books which will discuss other racial and national strains represented in American population.

**Holbrook, Harold Lyman, and McGregor, Anne Laura**

Our world of education. 306p. (bibls.) il., diagrs. D (Guideposts for junior high school years) [c.'30] Bost., Allyn & Bacon \$1.40

**Hornaday, William Temple**

Thirty years war for wild life; gains and losses in the thankless task. 308p. il., map, diagrs. O c. N. Y., Scribner \$2.50

The history of the fights for legislation to preserve all kinds of wild game in the United States.

**Howard, Edward**

Rattlin the reefer; ed. by Captain Marryat. 395p. S (Everyman's lib., 857) ['30] N. Y., Dutton flex. cl., 90c.

**Hoyle, Richard Birch**

The teaching of Karl Barth; an exposition. 285p. (bibl. note) D '30 N. Y., Scribner \$2.75

An interpretation of the religious ideas of the Swiss theologian, Karl Barth.

**Huddleston, Sisley**

Paris salons, cafés, studios; being social, artistic and literary memories. 366p. O [c.'28] N. Y., Blue Ribbon B'ks \$1

**Hughes, Ray Osgood**

Economic and vocational civics; rev. 348p. il. D [c.'30] Bost., Allyn & Bacon. \$1.25

New community civics; rev. 518p. (bibls.) il., diagrs. D [c.'30] Bost., Allyn & Bacon \$1.40

Problems of American democracy; rev. 616p. (bibls.) il., diagrs. D [c.'30] Bost., Allyn & Bacon \$1.60

**Hafer, Eugene G.**

The plungers; a comedy-drama in three acts. 91p. diagrs. D c.'31 N. Y., S. French pap., 50 c.

**Hilton, Eugene**

Junior college book list. 84p. (bibl. footnotes) Q (Univ. of Cal. pub'ns in educ., v. 6, no. 1) '30 Berkeley, Cal., Univ. of Cal. Press pap., \$1.50

**Irving, Washington**

Rip Van Winkle; introd. by Mark Van Doren; lim. ed. 57p. il. O '30 N. Y., Lim. Editions Club  
lea., \$10, bxd., to members

**Jacks, Lawrence Pearsall**

Constructive citizenship. 306p. D (Anvil ser.) '30, c. '27 N. Y., Richard R. Smith \$1

**Jones, William Tudor**

Contemporary thought of Germany; v. 1 286p. D (Lib. of contemporary thought) '31 N. Y., Knopf \$2.50

The philosophic thought of modern Germany, with an account of the origin and growth of the principal schools today.

**Judy, Captain William Lewis**

A soldier's diary; a day-to-day record in the World War. 216p. il. O '30, c. '31 Chic., Judy Pub. Co. \$2

A realistic picture of War service with the 33rd division from Illinois.

**Kearton, Cherry**

The Island of Penguins. 247p. il., map O c. N. Y., McBride \$3

The author spent five months on the small island south of the Cape of Good Hope which is inhabited by five million penguins, and here gives an account of his observations of the habits of these birds.

**Keene, Carolyn**

The mystery at Lilac Inn. 204p. il. D (Nancy Drew mystery stories) [c. '30] N. Y., Grosset 50 c.

**Kelly, Eleanor Mercein [Mrs. Robert Morrow Kelly, jr.]**

Nacio, his affairs. 329p. il. D c. N. Y., Harper \$2.50

Further adventures of the Basque Urruty clan, and especially the love affairs and marriage of Nacio.

**Keyserling, Hermann Alexander, graf von, ed.**

The book of marriage; a new interpretation by twenty-four leaders of contemporary thought. 521p. (bibl. footnotes) O [c. '26] N. Y., Blue Ribbon B'ks \$1

**Klenke, William W.**

Selected furniture drawings. 66p. il., diagrs. Q [c. '30] Peoria, Ill., Manual Arts Press \$3

Directions for making 46 pieces of furniture.

**Knoblock, K. T.**

"There's been murder done," a novel of crime, police work, and punishment. 352p. D (Harper sealed mystery) c. N. Y., Harper \$2

New Orleans is the scene of this story of a bloody triple murder.

**Laughlin, Clara Elizabeth**

So you're going to Spain; and if I were going with you these are the things I'd invite you to do. 515p. (8p. bibl.) il., map S (So you're going ser.) c. Bost., Houghton \$4

A travel-guide to Spain.

**Lawler, Thomas Bonaventure**

The gateway to American history. 406p. il. (col. front.), maps D [c. '30] Bost., Ginn 96 c.

**Lawrence, A. W., and Young, Jean**

Narratives of the discovery of America. 313p. maps O [c. '31] N. Y., Cape & Smith \$3

Translations of the sagas describing Viking expeditions to Greenland, and of contemporary accounts of the voyages made by Columbus and Cabot.

**Lister, Henry Bertram**

A Hindoo's tale; The vestal's choice; Hamadryad of the redwood tree, and other poems; lim., signed ed. 82p. fronts. (pors.) O c. '30 San Francisco, La Boheme Club, 1337 12th Ave. fab., \$2.50

**Lodge, Sir Oliver Joseph**

Beyond physics, or, The idealisation of mechanism. 184p. D ['31] N. Y., Greenberg \$2

"Being a survey and attempted extension of modern physics in a philosophical and psychical direction."

**Long, Roswell C., D.D.**

Stewardship parables of Jesus. 230p. (4p. bibl.) D [c. '31] Nashville, Tenn., Cokesbury Press \$1

Studies of six of Jesus' parables.

**Lorand, Sándor, M.D.**

The morbid personality; psycho-analytical studies in the structure of character and personality. 208p. (6p. bibl.) O c. N. Y., Knopf \$3

A study, with illustrative case-histories, of the development of neurotic character.

**Lysias**; with an English translation by W. R. M. Lamb. 732p. (bibl. footnotes) S (Loeb classical lib., no. 244) '30 N. Y., Putnam \$2.50; lea., \$3.50

**Macartney, Clarence Edward Noble**

Lincoln and his Cabinet. 384p. (3p. bibl.) il. (pors.) O c. N. Y., Scribner \$3.50

Pictures of Lincoln in relation to each member of his Cabinet.

**McCardell, Roy Larcom**

The book of my Uncle Oswald. 286p. D [c. '31] N. Y., Farrar & Rinehart \$2

Another hilarious chronicle of the Crutch family by the author of "My Aunt Angie."

**MacCulloch, John Arnott, D.D.**

The harrowing of hell. 365p. (2p. bibl., bibl. footnotes) O '30 [N. Y., Scribner] \$3.50

A comparative study of an early Christian doctrine.

**Macfie, J. M.**

The Ramayan of Tulsidas, or, The bible of northern India. 284p. (bibl. footnotes) O '30 [N. Y., Scribner] \$3

An explanation of the teachings of Tulsidas' best-known poem.

**Jones, Franklin Day, ed.**

Ingenious mechanisms for designers and inventors. 536p. il., diagrs. O [c. '30] N. Y., Industrial Press, 148 Lafayette St. fab., \$5

**Kiely, Rev. John**

Instructions on Christian morality for preachers and teachers; 3rd ed. 787p. O '30 St. Louis, B. Herder \$3.50

**Laguardia, C. B.**

Spanish grammar exercise pad. 32p. D '30 N. Y., Globe B'k pap., 34 c.

**Lattey, Rev. C., ed.**

Six Sacraments; papers on the Sacraments in general. 294p. O (Catholic Summer School lectures) '30 St. Louis, B. Herder \$2.50

**Levias, Caspar**

A grammar of Babylonian Aramaic. 394p. O '30 c. N. Y. [Bloch Pub Co.] \$3.50



**Macfie, Ronald Campbell**

Science rediscovers God, or, The theodicy of science. 282p. diagrs. O '30 [N. Y., Scribner] \$3

**Mack, Dan, pseud. [Daniel L. McCarthy]**

Salt-water sonnets. 143p. il. D [c.'30] Los Angeles, Dan Mack Pub. Co., 412 E. 11th St. \$1.50

Verse about the men of the U. S. Navy and Marine Corps.

**McMurtrie, Douglas Crawford, and Allen, Albert H.**

A forgotten pioneer press of Kansas [lim. ed.]. 30p. (bibl. footnotes) il., map O '30 Chic., John Calhoun Club \$5

An account of Hamilton and Irwin, printers for the Presbyterian Board of Missions, at Iowa and Sac Mission Press, Indian Territory in the mid-19th century, with a bibliography of their 9 publications.

**Magill, Marcus**

Who shall hang? 315p. D (Popular copyrights) [c.'29] [N. Y., Grosset] 75 c.

**Maran, René**

Batouala [tr. by Adele Szold Seltzer] 207p. D (Bonib'ks, 39) '30, c.'22 N. Y., Boni pap., 50 c.

**Mason, Alfred Edward Woodley**

No other tiger. 310p. D (Popular copyrights) [c.'27] [N. Y., Grosset] 75 c.

**Mattenklodt, Wilhelm**

Fugitive in the jungle; tr. by Oakley Williams. 291p. il., map O c. Bost., Little, Brown \$3

The author's adventures as a farmer, hunter, soldier and fugitive in the jungles of the German colony of southwest Africa.

**May, Geoffrey**

Social control of sex expression. 318p. (19p. bibl.) O '31, c.'30, '31 N. Y., Morrow \$3

An historic study of the control exercised by Anglo-American law over voluntary sex expression.

**Melville, Herman**

Moby Dick, or, The whale; woodcuts by Howard Simon. 528p. D (Bonib'ks) c. N. Y., Boni pap., 50 c., bxd.

**Metcalf, Henry Clayton, ed.**

Business leadership. 367p. (bibls., bibl. footnotes) O (Business management as a profession) [n. d.] N. Y., Pitman \$3

Twenty-two eminent authorities and business experts discuss the background and necessary qualities of leadership that are needed in the business world of today.

**Montgomery, David Henry**

An elementary American history. 326p. il., maps (col.) D (Leading facts of hist. ser.) [c.'30] Bost., Ginn \$1

**Moore, George**

Aphrodite in Aulis. 340p. Q (Fountain Press) '30 [N. Y., Random House] \$20, bxd.

**Moore, John F.**

The story of the Railroad "Y." 319p. il. O '30 c. N. Y., Association Press \$2

A history of the Railroad Young Men's Christian Association since its founding sixty years ago.

**Myers, Alexander John William, and Sundt, Edwin E.**

The country church as it is; a case study of rural churches and leaders. 189p. (bibl.) D [c.'30] N. Y., Revell \$1.50

**Myers, Denys Peter**

Handbook of the League of Nations since 1920. 341p. (bibl. footnotes) D '30 c. Bost., World Peace Found. \$2.50

**Ninth annual of advertising art;** from advertisements shown at the exhibition of the Art Directors Club, Art Center, New York, May 6 to 29. 136p. il. (pt. col.) Q '30 c. N. Y., Bk. Service Co., 15 E. 40th St. \$7.50

**Orr, Clifford**

The Dartmouth murders. 285p. D (Popular copyrights) [c.'29] N. Y., Grosset 75 c.

**Oudard, Georges**

Four cents an acre; the story of Louisiana under the French; tr. by Margery Bianco. 316p. (9p. bibl.) front. (map) O '31, c.'30 N. Y., Brewer & Warren \$3.50

A history, full of the romance and legend of early Louisiana.

**Page, Kirby**

Jesus or Christianity; a study in contrasts. 332p. (bibl. footnotes) D (Anvil ser.) [c.'29] [N. Y., Richard R. Smith] \$1

**Palacio Valdés, Armando**

La novela de un novelista; ed. by William S. Hendrix. 418p. (bibl. note) il., map S (Internat'l modern lang. ser.) [c.'31] [Bost.] Ginn \$1.20

The autobiography of this Spanish novelist is edited for use in college courses.

**McMurtrie, Douglas C.**

The pioneer printer of Georgia [lim. ed.]. 11p. O '30 Chic., Eyncourt Press pap., apply

**Malcolm, George**

Profits in puppies. 78p. il. O c. Jacksonville, Fla., Mowbray Pub. Co., 2561 Riverside Ave. pap., \$1

**Mason, Sister Agnes**

Three tempters in prayer; as seen in the Saints. 14p. T [c.'30] Milwaukee, Morehouse Pub. Co. pap., 15 c.

**Millard, Rev. Paul Elwin, comp.**

A parochial litany; for use before a mission and at other times. 10p. T '30 [Milwaukee, Morehouse Pub. Co.] pap., 10 c.

**Moorhead, John J., M.D.**

Traumatotherapy; treatment in the injured. 574p. il. '31 Phil., Saunders \$7

**Ockham, William**

De sacramento altaris; Latin-English ed., tr. by T. Bruce Birch. 575p. O '30 Burlington, Ia., Lutheran Literary B'd \$6

**Odell, Charles Watters**

Predicting the scholastic success of college students. 43p. O (Bur. of Educ. Research, bull. no. 52) '30 Urbana, Ill., Univ. of Ill. pap., 30 c.

**Oechtering, Rev. J. H.**

Short catechism of church history for the higher grades of Catholic schools; 26th ed. 134p. O '30 St. Louis, B. Herder 35 c.

**Osgood, Erastus**

Corney slips one over; a comedy in three acts. 54p. diagr. D (French's internat'l copyrighted ed., no. 694) c. '31 N. Y., S. French pap., 30 c.

**Palmer, George Herbert**

The autobiography of a philosopher. 143p. front. (por.) D '30c. Bost., Houghton \$2  
 Eighty-six years of philosophical thought by a teacher, philosopher, and biographer and husband of Alice Freeman Palmer.

**Perry, Lawrence**

Old First. 305p. D [c.'31] N. Y., Farrar & Rinehart \$2.50

A story of changing manners and religion in America, centering about the members of "Old First" church, in a town of the 1870's.

**Phillips, Rev. Theodore Evelyn Reece, and Stevenson, William Herbert, eds.**

Splendour of the heavens; a popular authoritative astronomy [new 1 v. ed.]. 976p. il. (pt. col.), maps, diagrs. Q '31 N. Y., McBride buck., \$8.50

**Philo, Judaeus**

Philo; with an English translation by F. H. Colson and Rev. G. H. Whitaker; v. 3. 519p. (bibl. notes) S (Loeb classical lib., no. 247) '30 N. Y., Putnam \$2.50; lea., \$3.50

**Pike, Joseph Brown**

Classical studies and sketches. 183p. D [c.'31] Minneapolis, Univ. of Minn. Press bds., \$2

By the head of the Latin Department in the University of Minnesota.

**Powys, Theodore Francis**

The white Paternoster, and other stories. 286p. D '31 N. Y., Viking bds., \$2.50  
 Twenty-six stories of Dorset villagers.

**Prévost, Marcel**

Restless sands; tr. by Jack Kahane. 297p. D [c.'31] N. Y., Sears \$2.50  
 The story of a father and son's love for the same woman, translated from the French.

**Quin, Shirland**

Dark heritage. 356p. D (Atlantic Mo. Press pub'n) c. Bost., Little, Brown \$2.50  
 The United States through the eyes of a Welsh immigrant who comes here to make money, but who stays, torn between two loyalties.

**Ransome, Arthur**

Swallows and Amazons. 343p. il. (col. front.) D c. Phil., Lippincott \$2  
 The adventures of four children with their sailboat, and their island camp. A Junior Literary Guild selection for February.

**Renowned collection of first editions of Charles Dickens and William Makepeace Thackeray (The),** formed by George Barr McCutcheon. no p il. O [n.d.] N. Y., G. A. Baker & Co., 480 Lexington Ave. \$6  
 A reissue of a catalog of a sale in April, 1926, giving the price brought by each book.

**Riddell, Mrs. Florence**

Suspicion. 313p. D c. Phil., Lippincott \$2  
 John Grant had come out to Kenya to forget the girl he had prosecuted for murder, only to find that she was living on a farm not four miles away.

**Rodgers, Walter L.**

Rodgers' make-up book. 95p. il. S c.'30 Chic., Dramatic Pub. Co. pap., 75 c.

**Rohan, Benjamin J.**

Explanatory science as a means of life guidance. 257p. (4p. bibl.) D (Explanatory science ser.) [c.'31] Appleton, Wis., C. C. Nelson Pub. Co., 303 W. College Ave. \$1.50

Education in science in our schools as a means of formulating a philosophy of life and a choice of life work.

**Rothensteiner, John Ernest, tr.**

The azure flower; lyrics from the German romantic poets. 158p. D '30c. St. Louis, Translator, 1911 N. Taylor Ave. \$1

**Rowley, Richard**

Selected poems. 155p. D c. N. Y., Macmillan \$1.75  
 The first American edition of the verse of an Irish poet.

**Rugg, Harold Ordway**

A history of American government and culture; America's march toward democracy. 652p. (bibl.) il., maps (pt. col.) diagrs. O (Rugg social-science course; reading b'ks, v. 4) [c.'31] Bost., Ginn \$1.96

A textbook to help young people understand ways of American life.

**Saga of Frankie and Johnny (The);** il. by John Held, jr.; lim. ed. 51p. Q '30 N. Y., W. V. McKee \$5; \$20, bxd.

**St. Clair, Mabelle Halleck**

Max; the story of a little black bear. 133p. il. D [c.'31] N. Y., Harcourt \$2

Max's year as the pet of the family of a mining engineer in the Rocky Mountains. A story for children.

**Scarberry, Alma Sioux**

Make-up; a romance of the footlights. 254p. D (Popular copyrights) [c.'30,'31] N. Y., Grosset 75 c.

Janet James, who comes to New York from Kentucky to go on the stage, succeeds in making Ballard Riley, a woman-hater, fall in love with her.

**Shann, Edward Owen Giblin**

An economic history of Australia. 470p. (bibl. footnotes) O '30 [N. Y.] Macmillan \$6  
 The author is professor of history and economics in the University of Western Australia.

**Pennell, Mary E., and Cusack, A. M.**

My work and fun book; bk. 4; to go with the Children's own readers, bk. 4. 39p. F [c.'30] [Bost., Ginn] pap., 40 c.

**Rankin, E. R., comp.**

Independence for the Philippines; debate handbook. 95p. (6p. bibl.) O (Univ. of N. C. extension bull., v. 10, no. 5) '31 Chapel Hill, N. C., Univ. of N. C. Press pap., 50 c.

**Reisner, Edward H.**

A syllabus for a historical introduction to the study

of education; Pt. 1, Education as public policy. 31p. (bibl.) O (Teachers College syllabi, no. 16) c. N. Y., Teachers College, Columbia Univ. pap., 40 c.

**Reppy, Alison**

Reppy cases on the law of succession. (Nat'l case bk. ser.) '30 Chic., Callaghan & Co. \$6.50

**Rood, F. S., and Webber, H. N.**

Anesthesia and anesthetics. 393p. il. O N. Y., Wm. Wood \$4.50

**Shaw, Charles Gray**

The road to culture; il. by Irving Politzer. 311p. D '31, c. '30 N. Y., Funk & Wagnalls \$2  
An approach to culture in every-day life, with special reference to art and poetry.

**Shipman, Nell**

Kurley Kew and the tree-princess [fiction]. 201p. il. '30 N. Y., Dial Press \$2.50

**Simpson, Patrick Carnegie, D.D.**

Essentials; a few plain essays on the main things. 251p. D '30 N. Y., Richard R. Smith \$1.50

An English Presbyterian minister points the way to the essentials that bring lasting happiness and satisfaction.

**Sitwell, Osbert**

Dumb-animal, and other stories. 317p. D c. Phil., Lippincott \$2.50

Seven new stories by a member of a well-known English literary family.

**Spero, Sterling Denhard, and Harris, Abram L.**

The black worker; the Negro and the labor movement. 519p. (12p. bibl.) O c. N. Y., Columbia Univ. Press \$4.50

A study of the American labor movement in relation of the dominant section of the working class to the segregated Negro minority.

**Stephenson, Mary Bowen**

Wheel, sail and wing; the story of transportation in picture strip. no p. il. obl. S (Picture strip b'ks.) '30 c. Chic., Thos. S. Rockwell Co. 50 c.

**Stewart, Oscar Milton**

Physics; a textbook for colleges; rev. ed. 780p. diags. O [c. '24, '31] [Bost.] Ginn fab. \$4

**Stillwell, Margaret Bingham**

Incunabula and Americana, 1450-1800; a key to bibliographical study. 501p. (bibls.) il. Q '31, c. '30 N. Y., Columbia Univ. Press buck., \$12.50

Discussions and explanations of the bibliographical study of incunabula and Americana, with many lists of selected reference works.

**Stowell, Ellery Cory**

International law; a restatement of principles in conformity with actual practice. 855p. (9p. bibl.) O (Amer. political science ser.) [c. '31] N. Y., Holt \$4.75

**Strasser, Roland**

Mongolian horde. 347p. il. O '30 N. Y., Cape & Smith \$3.50

**Stringer, Arthur John Arbuthnott**

A lady quite lost; a novel. 303p. D [c. '30, '31] Ind., Bobbs-Merrill \$2

This romance of the North appeared recently in the *Saturday Evening Post* under the title, "The Squaw Woman." In book form, the ending has been changed.

**Taber, Clarence Wilbur, and Williams, Claude Lionel**

Key words to English [Latin derivations]. 315p. il., maps O [c. '30] N. Y., Mentzer, Bush \$1.50

**Taylor, Mary Perkins**

How to make hooked rugs. 154p. il. (col. front.), diags. D [c. '30] Phil., McKay \$2  
Directions for designing and making hooked rugs.

**Teilhet, Darwin L.**

Murder in the air. 271p. diagr. D c. N. Y., Morrow \$2

Dr. Von Dolbenstein, powerful European financier, mysteriously disappears while he and five guests are flying over the English Channel in his tri-motored monoplane.

**Thomas, Allen Clapp, and Thomas, Richard Henry, M. D.**

A history of the Friends in America; 6th ed., rev. and enl. by Allen C. Thomas. 287p. (23p. bibl.) D (Pennsbury ser. of modern Quaker b'ks) '30, c. '05-'30 Phil., Winston \$1.50

**Thorne, Paul**

Murder in the fog. 307p. fron. (diags.) D (Popular copyrights) [c. '29] N. Y., Grosset 75 c.

**Thurber, James**

The owl in the attic, and other perplexities; il. by the author [introd. by E. B. White]. 167p. O c. N. Y., Harper \$2

Some of these humorous sketches in the three sections of the book, "Mr. and Mrs. Monroe," "Ladies' and Gentlemen's Guide to English Usage" and "The Pet Department" have appeared in *The New Yorker*.

**Tomlinson, Henry Major**

The sea and the jungle; with woodcuts by Clare Leighton. 350p. O '30 c. N. Y., Harper \$3.50

**Tooke, Laura Moorby**

Betty of New England. 166p. D [c. '30] N. Y., Revell \$1.25  
A wholesome romance in a setting of rural family life.

**Tsanoff, Radoslav Andrea**

The nature of evil. 463p. (bibl. notes) D c. N. Y., Macmillan \$3

A discussion of the efforts made by philosophers, theologians, and literary men throughout the ages to comprehend the nature of evil.

**Tuckerman, Frederick Goddard**

The sonnets of Frederick Goddard Tuckerman; ed. with introd. by Witter Bynner. 158p. il. (pors.) D c. N. Y., Knopf bds. \$2.50

The author is an American poet, whose work was published from 1860 to 1869, but who has been overlooked by later critics.

**Underwood, A. C., D.D.**

Contemporary thought of India. 235p. (bibl. footnotes) D (Lib. of contemporary thought) '31 N. Y., Knopf \$2.50

Political, social and religious trends among the Indians, who are literate in English.

**Vaissière, Jules de la**

Educational psychology; tr. by S. A. Raemers. 396p. il. O '30 St. Louis, B. Herder \$2.75

**Van Kirk, Agnes E.**

God's gift of life, or, The way back. 56p. T [c. '31] Milwaukee, Morehouse Pub. Co. 80 c.; pap., 40 c.

**Stevens, James Stacy**

Whittier's use of the Bible. 103p. O (Univ. of Me. studies, 2nd ser., no. 16) '30 Orono, Me., University Press bds., \$1; pap., 50 c.

**Tidy, Henry Letheby M.D.**

Synopsis of medicine; new 5th ed. 1048p. D '30 N. Y., Wm. Wood \$6



**Van Loon, Hendrik Willem**

The story of mankind. 526p. il. (col. front.), maps O (Star b'ks) [c. '21, '26] Garden City, N. Y., Garden City Pub. Co. \$1

**Wakeman (Stephen H.) collection of books of nineteenth century American writers (The).** 110 p. il. O [n. d.] N. Y., G. A. Baker & Co., 480 Lexington Ave. \$6

A reissue of the catalog of the sale in 1924 of the Wakeman collection of nine American authors, giving the price of each book sold.

**Walsh, Edmund Aloysius**

The fall of the Russian Empire; the story of the last of the Romanovs and the coming of the Bolsheviks. 373p. (13p. bibl.) front. O [c. '27, '28] N. Y., Blue Ribbon B'ks \$1

**Walsh, J. M.**

The Black Ghost. 320p. D c. N. Y., Brewer & Warren \$2

Who was the lone criminal, the terror of Scotland Yard, who called himself "The Black Ghost"?

**Warshow, Robert Irving**

The story of Wall Street. 362p. (bibl. note) il. O [c. '29] N. Y., Blue Ribbon B'ks \$1

**Weatherhead, Leslie Dixon**

Jesus and ourselves. 284p. D [n. d.] N. Y., Abingdon \$2

Addresses on finding Jesus, with a questionnaire for group discussion.

**Wees, Frances Shelley**

The Maestro murders. 286p. D c. N. Y., Mystery League 50 c.

The "Maestro," a master criminal mind, is finally caught after he had committed a series of robberies and murders.

**Wentworth, Patricia [Mrs. G. F. Dillon, Delta, pseud.]**

Grey Mask. 320p. D (Popular copyrights) [c. '29] N. Y., Grosset 75 c.

**White, Ared**

The spy net. 327p. D '31, c. '30, '31 Bost., Houghton \$2

A tale of international espionage in the World War.

**Whitham, J. Mills**

A biographical history of the French Revolution. 505p. (bibl.) il. (pors.) O '31 N. Y., Viking \$5

The history of the period told through portraits of its principal characters, linked with historical chapters.

**Wilde, Oscar [Sebastian Melmoth, pseud.]**

Intentions. 282p. D (Bonib'ks, 37) '30, c. '05 N. Y., Boni pap. '50 c.

**Wilde, Percival**

Ten plays for little theatres. 259p. D '31, c. '27, '31 Bost., Little, Brown \$2

New one-act plays.

**Willemse, Captain Cornelius W., and others**

Behind the green lights. 380p. il. O c. N. Y., Knopf \$3.75

A narrative of twenty-five years on the New York police force, dealing with the toughest gunmen, crooks and racketeers of the city.

**Willner, Sis**

A lady thinks [verse]. 78p. O '30 Chic., Black Archer Press, 808 N. Clark St. bds. \$3

**Wilson, Edmund**

Axel's castle; a study in the imaginative literature of 1870-1930. 319p. D c. N. Y., Scribner \$2.50

Essays on the work of W. B. Yeats, James Joyce, T. S. Eliot, Gertrude Stein, Marcel Proust and Paul Valéry, which interpret their writing as the culmination of a self-conscious and very important literary movement.

**Winkler, John Kennedy**

John D.; a portrait in oils. 256p. O [c. '29] N. Y., Blue Ribbon B'ks \$1

**Young, Edith**

Lisa. 275p. D '31, c. '30, '31 N. Y., Morrow \$2

This story of the love of two men for one woman, Lisa, is laid in bohemian London and on the Cornish coast.

## Title Index to The Weekly Record

Does not include the material listed in smaller type

About Zionism. Einstein, A. \$1.25 Macmillan

American writers. Cross, T. P. \$2.12 Ginn

Angler's anthology, An. Austin, A. B. \$8.50 Scribner

Aphrodite in Aulis. Moore, G. \$20 Random House

Ariel dances. Eliot, E. \$2 Little, Brown

Autobiography of Benvenuto Cellini, The. 50 c. Boni

Autobiography of Benvenuto Cellini, The. \$1 Grosset

Autobiography of a philosopher, The. Palmer, G. H. \$2 Houghton

Axel's castle. Wilson, E. \$2.50 Scribner

Ayer (N. W.) & Son's directory of newspapers and periodicals, 1931. \$15; \$20 N. W. Ayer & Son

Azure flower, The. \$1 J. E. Rothensteiner

Baedae opera historica. Bede. \$2.50; \$3.50 Putnam

Batouala. Maran, R. 50 c. Boni

Behind the green lights. Willemse, C. W. \$3.75 Knopf

Best short stories of the War. \$3.50 Harper

Betty of New England. Tooke, L. M. \$1.25 Revell

Beyond physics. Lodge, O. J. \$2 Greenberg

Biographical history of the French Revolution, A. Whitham, J. M. \$5 Viking

Black Ghost, The. Walsh, J. M. \$2 Brewer & Warren

Black worker, The. Spero, S. D. \$4.50 Columbia Univ. Press

Boners. Abingdon, A. \$1 Viking

Book of marriage, The. Keyserling, H. A. \$1 Blue Ribbon B'ks

Book of my Uncle Oswald, The. McCardell, R. L. \$2 Farrar & Rinehart

Buddhist Pilgrim's progress, The. Hayes, H. M. \$1.20 Dutton

- Business leadership. Metcalf, H. C. \$3  
Pitman
- Cambridge ancient history, The; v. 8. Cook, S. A. \$9.50  
Macmillan
- Casanova, his known and unknown life. Endore, S. G. \$1  
Blue Ribbon B'ks
- Catholic encyclopaedic dictionary, The. Attwater, D. \$4  
Macmillan
- Children of America. Cavanah, F. 50 c.  
Thos. S. Rockwell Co.
- Christian ideal for human society, The. Garnie, A. E. \$4  
Richard R. Smith
- Classical studies and sketches. Pike, J. B. \$2  
Univ. of Minn. Press
- Conditions and consequences of human variability. Dodge, R. \$2.50  
Yale
- Conquest of peace, The. Brandt, H. A. \$1.25  
Elgin Press
- Constructive citizenship. Jacks, L. P. \$1  
Richard R. Smith
- Contemporary thought of Germany. Jones, W. T. \$2.50  
Knopf
- Contemporary thought of India. Underwood, A. C. \$2.50  
Knopf
- Conversations of Goethe with Eckermann. Eckermann, J. P. 90 c.  
Dutton
- Country church as it is, The. Myers, A. \$1.50  
Revell
- Crossroads of the Java Sea. De Leeuw, H. \$3.50  
Cape & Smith
- Dark heritage. Quin, S. \$2.50  
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- Dartmouth murders, The. Orr, C. 75 c.  
Grosset
- Decameron, The. Boccaccio, G. \$10  
Lim. Editions Club
- Diaries of John Bright, The. \$7.50  
Morrow
- Dumas, father and son. Gribble, F. H. \$5  
Dutton
- Dumb-animal. Sitwell, O. \$2.50  
Lippincott
- Economic and vocational civics. Hughes, R. O. \$1.25  
Allyn & Bacon
- Economic history of Australia, An. Shann, E. \$6  
Macmillan
- Eddy (Mrs.). Dakin, E. F. \$1  
Blue Ribbon B'ks
- Educational psychology. Vaissière, J. de la. \$2.75  
B. Herder
- El Dictador. Castello, I. \$2  
Dial Press
- Elementary American history, An. Montgomery, D. H. \$1  
Ginn
- Enchanting Clementina. Cleugh, S. \$2  
Houghton
- English and Norse documents, relating to the reign of Ethelred the Unready. Ashdown, M. \$5.50  
Macmillan
- Essentials. Simpson, P. C. \$1.50  
Richard R. Smith
- Eternal poles, The. Bragdon, C. F. \$2  
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- Eucharistic life, The. Curran, C. F. \$1.75  
Bruce Pub. Co.
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C. C. Nelson Pub. Co.
- Evening of life, The. Braunard, L. \$2  
Bruce Pub. Co.
- Fall of the Russian Empire, The. Walsh, E. A. \$1  
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- Flying to the rescue. Dixon, F. W. 50 c.  
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- Forgotten pioneer press of Kansas, A. McMurtric, D. C. \$5  
John Calhoun Club
- Four cents an acre. Oudard, G. \$3.50  
Brewer & Warren
- Fugitive in the jungle. Mattenklodt, W. \$3  
Little, Brown
- Gateway to American history, The. Lawler, T. B. 96 c.  
Ginn
- Germanna. Grayson, J. T. \$2  
Shenandoah Pub. House
- God's gift of life. Van Kirk, A. E. 80 c.; 40 c.  
Morehouse Pub. Co.
- Great deeds of great men. Corney, E. \$1  
Heath
- Green entertainment book, The. Barnett, J. H. 75 c.  
A. Flanagan
- Grey Mask. Wentworth, P. 75 c.  
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- Handbook of the League of Nations since 1920. Myers, D. P. \$2.50  
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- Harrowing of hell, The. MacCulloch, J. A. \$3.50  
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- Heart hungry. Brookman, L. L. 75 c.  
Grosset
- Hidden allusions in Shakespeare's plays. Clark, E. \$7.50  
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- High place, The. Cabell, J. B. 50 c.  
Boni
- Hindoo's tale, A. Lister, H. B. \$2.50  
La Boheme Club
- History of American government and culture, A. Rugg, H. O. \$1.96  
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- History of the Friends in America, A. Thomas, A. C. \$1.50  
Winston
- History of the Maya, The. Gann, T. \$2.50  
Scribner
- History of Minnesota, A; v. 4. Folwell, W. W. \$5  
Minn. Historical Soc.
- Homespun handicrafts. Bowles, E. S. \$3  
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- House party. Delafield, E. M. \$2.50  
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- I'd like to do it again. Davis, O. \$3  
Farrar & Rinehart
- In all France. France, A. \$1.50  
A. Whitman
- Incunabula and Americana, 1450-1800. Stillwell, M. B. \$12.50  
Columbia Univ. Press
- Indiscreet years, The. Barretto, L. \$2  
Farrar & Rinehart
- Intentions. Wilde, O. 50 c.  
Boni
- International law. Stowell, E. C. \$4.75  
Holt
- Island of Penguins, The. Kearton, C. \$3  
McBride
- Isles of adventure. Grimshaw, B. E. \$3.50  
Houghton
- Jesus and ourselves. Weatherhead, L. D. \$2  
Abingdon
- Jesus of the poets, The. Gribble, L. R. \$1.25  
Richard R. Smith
- Jesus or Christianity. Page, K. \$1  
Richard R. Smith
- John D.; a portrait in oils. Winkler, J. K. \$1  
Blue Ribbon B'ks
- Key words to English. Taber, C. W. \$1.50  
Mentzer, Bush

- Kurley Kew and the tree-princess. Shipman, N. \$2.50 *Dial Press*  
 Lady quite lost, A. Stringer, A. \$2 *Bobbs-Merrill*  
 Lady thinks, A. Willner, S. \$3 *Black Archer Press*  
 Letters, The. Basil the Great. \$2.50; \$3.50 *Putnam*  
 Letters from The Raven. Hearn, L. 50 c. *Boni*  
 Light that never was, The. Gerould, K. F. \$2 *Scribner*  
 Lincoln and his cabinet. Macartney, C. \$3.50 *Scribner*  
 Lincoln's (Tad) father. Bayne, J. T. \$2 *Little, Brown*  
 Lisa. Young, E. \$2 *Morrow*  
 Lorna Doone. Blackmore, R. D. \$3.50 *Dodd, Mead*  
 Lumber. Colman, L. \$2 *Little, Brown*  
 Luther. Boehmer, H. \$5 *Dial Press*  
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 Madame Bovary. Flaubert, G. 50 c. *Boni*  
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 Manual de correspondencia comercial española. Carnes, H. B. \$1 *Holt*  
 Massacre. Gessner, R. \$3 *Cape & Smith*  
 Max. St. Clair, M. H. \$2 *Harcourt*  
 Mind of the murderer, The. Dearden, H. \$3.50 *Sears*  
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 Mystery at Lilac Inn, The. Keene, C. 50 c. *Grosset*  
 Nacio, his affairs. Kelly, E. M. \$2.50 *Harper*  
 Narratives of the discovery of America. Lawrence, A. W. \$3 *Cape & Smith*  
 Nature of evil, The. Tsanoff, R. A. \$3 *Macmillan*  
 Negro. Hill, J. L. \$2 *Literary Associates*  
 Negro in modern industrial society, The. Dutcher, D. \$2 *Science Press*  
 New community civics. Hughes, R. O. \$1.40 *Allyn & Bacon*  
 Ninth annual of advertising art. \$7.50 *Bk. Service Co.*  
 No other tiger. Mason, A. 75 c. *Grosset*  
 Novela de un novelista, La. Palacio Valdés, A. \$1.20 *Ginn*  
 Old First. Perry, L. \$2.50 *Farrar & Rinehart*  
 Olynthiacs. Demosthenes. \$2.50; \$3.50 *Putnam*  
 On the edge. De La Mare, W. J. \$3 *Knopf*  
 Other worlds than this. Fontany, E. \$1.25 *Thos. S. Rockwell Co.*  
 Our world of education. Holbrook, H. L. \$1.40 *Allyn & Bacon*  
 Owl in the attic, The. Thurber, J. \$2 *Harper*  
 Paris salons, cafés, studios. Huddleston, S. \$1 *Blue Ribbon B'ks*  
 Peregrine. Acland, B. D. \$2 *McBride*  
 Philo. Philo, J. \$2.50; \$3.50 *Putnam*  
 Philosophy of a good life, The. Gore, C. \$3 *Scribner*  
 Physics. Stewart, O. M. \$4 *Ginn*  
 Plane without a pilot, The. Adams, E. L. 50 c. *Grosset*  
 Poisoned chocolates case, The. Berkeley, A. 75 c. *Grosset*  
 Pompeii and Herculaneum. Ellaby, C. G. \$2.50 *McBride*  
 Problems of American democracy. Hughes, R. O. \$1.60 *Allyn & Bacon*  
 Provocateur. Gul, R. \$2.50 *Harcourt*  
 Pull of the invisible, The. Durkee, J. S. \$2 *Revell*  
 Ramayan of Tulsidas, The. Macfie, J. M. \$3 *Scribner*  
 Rattlin the reefer. Howard, E. 90 c. *Dutton*  
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 Red entertainment book, The. Heywood, D. A. 75 c. *A. Flanagan*  
 Renowned collection of first editions of Charles Dickens and William Makepeace Thackeray, The. \$6 *G. A. Baker & Co.*  
 Restless sands. Prévost, M. \$2.50 *Sears*  
 Rex Lee, aerial acrobat. Burtis, T. 50 c. *Grosset*  
 Rip Van Winkle, Irving, W. \$10 *Lim. Editions Club*  
 Road to culture, The. Shaw, C. G. \$2 *Funk & Wagnalls*  
 Rodgers' make-up book. 75 c. *Dramatic Pub. Co.*  
 Saga of Frankie and Johnny, The. \$5; \$20 *W. V. McKee*  
 Salammbô. Flaubert, G. 50 c. *Boni*  
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 Sanctuary. Faulkner, W. \$2.50 *Cape & Smith*  
 Science rediscovers God. Macfie, R. C. \$3 *Scribner*  
 Sea and the jungle, The. Tomlinson, H. M. \$3.50 *Harper*  
 Sea mystery, The. Crofts, F. W. 75 c. *Grosset*  
 Select letters. Augustine, Saint. \$2.50; \$3.50 *Putnam*  
 Selected furniture drawings. Klenke, W. W. \$3 *Manual Arts Press*  
 Selected poems. Rowley, R. \$1.75 *Macmillan*  
 Shakespeare's tragic heroes. Campbell, L. B. \$5.50 *Macmillan*  
 Shoe the wild mare. Fowler, G. \$2.50 *Liveright*  
 Siegfried. Heal, E. \$2.50 *Thos. S. Rockwell Co.*  
 Six seconds of darkness. Cohen, O. R. 75 c. *Grosset*  
 So you're going to Spain! Laughlin, C. E. \$4 *Houghton*  
 Social control of sex expression. May, G. \$3 *Morrow*



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Judy Pub. Co.
- Sonnets of Frederick Goddard Tuckerman,  
The. \$2.50 Knopf
- Soviet challenge to America, The. Counts,  
G. S. \$4 John Day
- Splendour of the heavens. Phillips, T. \$8.50  
McBride
- Spy net, The. White, A. \$2 Houghton
- Step-child. Eden, R. 75 c. Grosset
- Stewardship parables of Jesus. Long, R. C.  
\$1 Cokesbury Press
- Stolen husband, The. Andrews, R. D. 75 c.  
Grosset
- Stories from the operas. Davidson, G. \$3  
Lippincott
- Story of mankind, The. Van Loon, H. W. \$1  
Garden City Pub. Co.
- Story of the Railroad "Y," The. Moore, J. F.  
\$2 Association Press
- Story of Wall Street, The. Warshaw, R. I.  
\$1 Blue Ribbon B's
- Sunset Pass. Grey, Z. \$2 Harper
- Suspicion. Riddell, F. \$2 Lippincott
- Swallows and Amazons. Ransome, A. \$2  
Lippincott
- Teacher and secondary school administration,  
The. Carpenter, W. W. \$2.40 Ginn
- Teaching of Karl Barth, The. Hoyle, R. B.  
\$2.75 Scribner
- Ten plays for little theatres. Wilde, P. \$2  
Little, Brown
- Thais. France, A. 50 c. Boni
- "There's been murder done." Knoblock, K. T.  
\$2 Harper
- Thirty years war for wild life. Hornaday,  
W. T. \$2.50 Scribner
- This our exile. Burnham, D. \$2.50 Scribner
- Tramping through Ireland. Gibbons, J. \$2.50  
Dutton
- Trial of Vivienne Ware, The. Ellis, K. M.  
75 c. Grosset
- Understanding the stock market. Cragg, A.  
\$1 Garden City Pub. Co.
- Wakeman (Stephen H.) collection of books of  
nineteenth century American writers, The.  
\$6 G. A. Baker & Co.
- Way of all flesh, The. Butler, S. 50 c. Boni
- Way of all flesh, The. Butler, S. \$1 Grosset
- Week-day church schools. Forsyth, N. F.  
\$1.25 Methodist B's
- Wheel, sail and wing. Stephenson, M. B.  
50 c. Thos. S. Rockwell Co.
- While the patient slept. Eberhart, M. G. 75 c.  
Grosset
- White Paternoster, The. Powys, T. F. \$2.50  
Viking
- Who shall hang? Magill, M. 75 c. Grosset
- Wide open town. Brinig, M. \$2.50  
Farrar & Rinehart
- World crisis, The. Churchill, W. \$5 Scribner

## Old and Rare Books

Frederick M. Hopkins

**S**ELECTIONS from the libraries of Howard G. Hunter of Doswell, Va., and the late William R. Powell, of this city, with additions, comprising first editions, autograph letters and rare Americana, sold on January 23 by the American Art Association Anderson Galleries, Inc., comprising 238 lots brought \$18,210. The star lot was *The United Services College Chronicle*, the most complete set of Rudyard Kipling's school paper ever offered for sale in America, comprising 58 numbers, 4to, unbound, October 25, 1878-1902, which brought \$2,600. Other interesting lots and the prices realized were as follows: Charles Brockden Brown's "Merwyn," 12mo, contemporary calf, Philadelphia, 1799, first edition, worn,

text time-stained, \$90; Darwin's "On the Origin of Species," 12mo, cloth, London, 1859, shaken, joints cracked, \$210; Dickens's "The Tale of Two Cities," 8 parts in 7, London, 1859, first editions, backs repaired, \$625; "The Federalist," 2 vols., 16mo, contemporary calf, binding rubbed and defective and text water-stained, \$170; Hawthorne's "Mosses from an Old Manse," Part I only, 12mo, original printed wrappers, back wrapper and piece from back-strip missing, front wrapper defective, title-page and part of text foxed, with the presentation inscription on wrapper, David Roberts, Esq., from the author, \$310; Washington Irving's "A History of New York," 2 vols., 12mo, contemporary calf, New York, 1809, Vol. I,

water-stained, hinges breaking, shaken and worn, \$220; Kipling's "Soldiers Three," 8vo, original wrappers, Allahabad, 1888, back chipped and wrappers torn, apparently a unique copy with wrappers in a hitherto unknown state, with rejected designs, and before all letters, \$725; a long list of the scarce Garden City Kipling copyright issues brought from \$12.50 to \$55 a copy; A.L.S. of Washington, 2 pp., 4to, Philadelphia, August 24, 1795, to Thomas Jefferson, framed between glass, \$1,075; another A.L.S. of Washington, 4 pp., 4to, Mount Vernon, October 9, 1795, to Edward Carrington, \$1,375 also framed, \$1,375.

**SELECTIONS** from several consignments, comprising first editions, Americana, general literature and autograph letters, 259 lots in all, sold in a single session by the Chicago Book & Art Auctions, Inc., on January 22, brought about the average prices which seem to be prevailing elsewhere. Rare material of the right kind is always in demand at a good price. Books not in the right condition, or of which there is a plentiful supply, can be bought at very reasonable prices. The same conditions in this respect seem to be common to New York, Philadelphia or Chicago. A few lots and the prices realized were the following: Theodore Dreiser's "Sister Carrie," 12mo, cloth, New York, 1900, first edition, \$280; Hawthorne's "True Stories from History and Biography," 12mo, cloth, Boston, 1851, \$42; same author, "Twice Told Tales," 12mo, cloth, Boston, 1837, first edition, rubbed, backstrip chipped, \$155; same author, "A Wonder-Book

for Boys and Girls," 12mo, cloth (faded), Boston, 1852, first edition \$90; Hearn's "Some Chinese Ghosts," 12mo, cloth, (stain on back cover) Boston, 1887, first edition, \$85; Longfellow's "Hiawatha," 12mo, cloth, Boston, 1855, first issue of the first edition, \$62; Harriet Beecher Stowe's "Uncle Tom's Cabin," 2 vols., cloth (worn), backstrip and corners broken, some signature loose and some stained, Boston, 1852, \$105.

**A**N autograph catalog, 8½ by 11 inches, 96 pages, illustrated by facsimiles, well printed by the Torch Press, comes from Thomas F. Madigan, the well-known autograph dealer of this city. The 250 lots may all be classed as rare, and most of the lots are valuable. The following are a few of the star lots: A.L.S. of Alexander Hamilton, 3 pp., folio, Morristown, May 14, 1780, to James Duane, a superb war letter, \$1,150; Original manuscript of Chapter 13, Vol: V, of Washington Irving's "Life of Washington," 8vo, 13½ pp., \$790; A.L.S. of Abraham Lincoln, 8vo, 1 P., Springfield, December 18, 1860, written one month after his election to the presidency, expressing his regret that any Republican should incline to dally with popular sovereignty, \$2,500; a collection of A.L.S., L.S., and D.S. of the Presidents of the United States from Washington to Hoover inclusive, inlaid and bound in a 4to volume in full dark red crushed levant morocco, \$1,500; and L.S. of Washington, 1½ pp., folio, West Point, July 19, 1779, a fine historical letter written a few days after General Wayne's brilliant exploit at Stony Point, \$750.

**37 WEST 57th STREET**

**New York City**

**OUR PERMANENT ADDRESS**

**After February 1st**

**RITTER-HOPSON GALLERIES**

**L**ATHROP C. HARPER, of this city, has just published a "Check-List of the First Editions of the Works of John Ross Browne, California Pioneer, with a Chronology, 1821—1872," compiled by E. Miriam Lone. The list of Browne's writings, numbering 52 items, is preceded by a preface and a chronology by Miss Lone, indicating that this California pioneer was an energetic and versatile man of his times. In 1851 he sailed for Italy as correspondent of the Washington newspaper, *The National Intelligencer*, and returned to America the next year. At the age of thirty, his various activities had required traveling over 100,000 miles. This check list will have special interest for the collector interested in California in the decade after the discovery of gold, for a great deal of Browne's activities and writings were connected with this period.

**T**HE current catalog, No. 553, of Maggs Bros., of London, comprises "library sets of standard authors, books on art, literature, history, bibliography, printing and book binding," 1,730 lots in all. This bookshop carries a large stock of books about books printed for the dealer and collector, and one has only to glance through this catalog to realize how rapidly bibliographical material of every description is coming from the press. The twentieth century collector evidently is a student as well as collector.

**T**HE library of the University of Kansas has received a gift of a fine collection of bookplates collected by the late Arthur Wellington Clark of Lawrence, and presented by Alfred Houghton Clark of Kansas City, formerly head of the art department of the university, as a memorial to his brother. The collection contains more than 10,000 plates. Mr. Clark made a hobby of collecting those belonging to the theatrical profession. Many theatrical people are represented from David Garrick to John Drew, of our own time. The bookplates of authors and statesmen, American and English, are well represented. There are also excellent collections of the plates engraved by C. W. Sherborn, E. D. French, W. F. Hopson, J. W. Spenceley, Sidney L. Smith and other famous designers.

## Auction Calendar

**Tuesday evening, February 10, at 8 P. M.** Modern first editions, together with Americana and miscellaneous books. (No. 844; Items 326.) Plaza Art Galleries, Inc., 9 East 59th St., New York City.  
**Friday evening, February 20, at 8 P. M.** Japanese color prints, paintings, drawings and a few books. Collectors' Club Building, 51 W. 48th St. (Room 301), New York City.

## Catalogs Received

**Autograph letters and manuscripts.** (No. 225; Items 226.) James F. Drake, Inc., 14 West 40th St., New York City.  
**Autographs.** (No. 10; Items 500.) John Heise, 410 Onondaga Bank Bldg., Syracuse, N. Y.  
**Books on the American Revolution, Civil War, genealogy, etc.** Wilder's Bookshop, 28 Warren Ave., Somerville, Mass.  
**Books on California and the West.** (No. 72; Items 417.) Dawson's Book Shop, 627 South Grand Ave., Los Angeles, Cal.  
**Books for libraries, juveniles in library bindings, etc.** H. R. Hunting Co., Inc., Springfield, Mass.  
**First editions, private presses and bibliography.** No. 113; Items 1822.) Schulte's Book Store, Inc., 80 Fourth Ave., New York City.  
**Library sets of standard authors, books on art, literature, history, bibliography, printing, etc.** (No. 553; Items 1730.) Maggs Bros., 34 Conduit St., London, W. 1, England.  
**Libri Scientifici Prostant Venales.** (Items 317.) Birrell & Garnett, Ltd., 30 Gerrard St., London, W. 1, England.  
**Limited editions and first editions.** (No. 4.) The Peabody Book Shop, 913 North Charles St., Baltimore, Md.  
**Medical books and pamphlets.** (No. 91; Items 1145.) Grafton & Co., 51 Great Russell St., London, W. C. 1, England.  
**Miscellaneous books.** (No. 76.) Low's Bookstalls, 39 Market Gallery, Aberdeen Scotland.  
**Mittelalterliche Geschichte Quellenwerke und Darstellung der Geschichte des Mittelalters. Kulturgeschichte, Kirchengeschichte, Rechts- und Verfassungsgeschichte.** (No. 208; Items 3839.) Math. Lempertz, Franziskanerstrasse 6, Bonn a. Rh., Germany.  
**Modern first editions, natural history and general literature.** (No. 1; Items 403.) F. L. Alloway, 48 High St., Rochester, Kent, England.  
**Modern first editions comprising such choice items as complete sets of Katherine Mansfield. James Old medical books, alchemy and natural sciences.** Items 359.) Antiquariato W. Toscanini & C., 19, Via Cerva, Milano, Italy.  
**Oriental books.** (No. 4.) Luzac's, 46 Great Russell St., London, W.C.1, England.  
**Original autographs of famous people.** (No. 2463; Items 315.) John Heise, 410 Onondaga Bank Bldg., Syracuse, N. Y.  
**Rare and choice books and Americana.** (No. 186.) Arthur H. Clark Co., 1214 South Brand Boulevard, Glendale, Cal.  
**Rare Americana and miscellaneous books.** (No. 204; Items 334.) Shepard Book Co., 408 South State St., Salt Lake City, Utah.  
**Rare books embracing art, books about books, limited signed editions, general literature, etc.** (No. 20; Items 860.) Charles T. Powner Co., 621 Plymouth Court, Chicago, Ill.  
**Sporting books and prints.** (No. 11; Items 185a.) Barnet B. Ruder, 8 West 47th St., New York City.  
**Stephens, Sir A. Quiller-Couch, The Savoy, Rupert Brooke, 1911, Huxley's Jonah, etc.** (No. 35; Items 248.) Davis & Orioli, 30 Museum St., London, W. C., England.  
**Texas and western historical items.** Gammel's Book Store, Inc., Austin, Texas.  
**Theologische Mitteilungen.** (No. 2; Items 1787.) Antiquariat Bernh. Liebisch, Kurprinzstrasse 6, Leipzig, C Germany.  
**Travels, sports, chess, checkers, history and miscellaneous books, including a long run of books illustrated by Alexander Anderson, America's first engraver on wood.** (No. 203; Items 407.) Shepard Book Co., 408 South State St., Salt Lake City, Utah.



# BOOKMAKING

*A Monthly Department*

## The Fifty Books of the Year

Dr. Hellmut Lehmann-Haupt

*Curator of Rare Books in the Library of Columbia University  
and Instructor in Book Production*

A LITTLE less than two years ago, shortly after entering the United States, I was flattered by a request from the editor of this periodical to write an article on my impressions of the 1928 Fifty Book show from the standpoint of the Continental booklover. My main reaction was surprise, which I think every European would have experienced under similar circumstances. What I expected was a reflection in the book of the amazing achievements of the machine age, the essentially American spirit of the skyscraper, the automobile, the moving picture. What I found was a far more intimate knowledge and a more loving interpretation of historical bookmaking styles, than to-day's typical European printer has to his credit.

The 1929 show served to confirm this impression. But the sources of inspiration which at first appeared to me confused and arbitrary, grouped themselves in the main into a few logically distinguishable periods. There was clearly the influence of Colonial printing, the time when typography in this country first became a regular practice. Second, under the direct as well as under indirect influences of the English "Revival of Printing" there was the return to early book forms of the Incunabula Period and the Italian Renaissance. And third there was to be seen a rather modest and unpretentious continuation of the normal 19th century tradition, such as was practised in the pre-Morris

England, for instance in books for William Pickering, and taken up in this country by Theodore De Vinne and his school. Evidently these standards have so far been considered a large enough background to supply solutions for the majority of book-designing problems. Any efforts outside of these accepted standards have met with a good deal of skepticism and their originators have been considered individualists. The positive result of this attitude has been the development of a safe working basis and of widely accepted models of conservative production. On the negative side one might mention a certain monotony in book production and a lack of contact with our everyday life, which has been strongly felt by the younger generation of typographers. From this viewpoint the contrast between book designing and commercial advertising, such as the marvelous development in industrial photography, is striking.

The 1930 Books, on display at the New York Public Library, from February 4th to 25th, show very interesting new steps and some of the items may be looked upon as a rather correct demonstration of what can and what can not be done, of what we may expect in the future and what we have a right to ask for.

### Period Printing and Contemporary Production

A person interested in the development of new forms will usually find it necessary under the pressure of conservative resist-

# Gentlemen Up

BY  
WILLIAM B. STREETT

WITH ILLUSTRATIONS BY  
PAUL BROWN



1930

NEW YORK · THE DERRYDALE PRESS

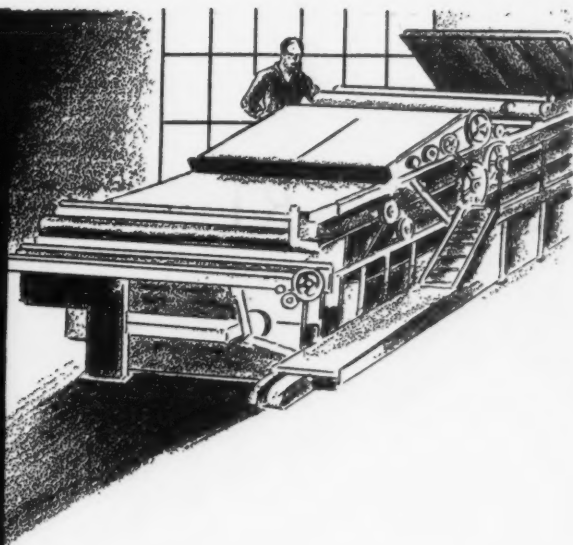
*Title-page from one of the two sporting books in The Fifty Book show*

ance to overstate his case. In the book designing field this has always made discussion rather a difficult thing and those who have taken one side or the other are rarely in a position to see that there is a possibility for both tendencies. We print and publish not only modern books on modern subjects, but also on bygone phases of our culture and what is more, we frequently reprint old texts. When making a new edition of Boccaccio's "Decameron" could the Limited Editions Club go wrong in having as competent an interpreter of Italian Renaissance as T. M. Cleland to decorate their book? We have a legitimate place for Period Printing in this country and there are, gathered even in geographical units, readers of special subjects who would be very much surprised to find anything other than what they are used to. Books of this order have become a steady feature in the annual selections and they are well represented this year. There are the two sporting books in the show, "The Grand National" from the Huntington Press, printed by W. E. Rudge, and "Gentlemen Up" from the Derrydale Press. There are two items rep-

resenting the Georgian Press, the name of which clearly indicates the direction of its taste. Two particularly attractive publications on early American subjects are to be mentioned in this connection. Hoopes' book on "Connecticut Clockmakers" published by Edwin Valentine Mitchell has an inviting Colonial title-page by Robert Josephy as has "Maryland Silversmiths" designed by Hugo Dalsheimer from the Lord Baltimore Press. This volume is to be given credit for the utmost simplicity of its typographic means. It seems to me that the Merrymount Press productions have been intelligently consulted in planning this book; especially the binding suggests this source. After all, this is not a bad example to study. There are several instances of such "influences" from one press or the other in the show, but the fact in itself, although enlightening to know, is insignificant. What really counts is the result, the manner in which such an inspiration has been carried out. The Peter Pauper Press, for instance, has favored a style in which two rather pleasing volumes have been turned out. "Piratical Barbarity," printed for Random House at the Walpole Printing Office and Mark Twain's "Burlesque Autobiography" of the same press both recall the English Nonesuch Press work, especially in their cleverly sophisticated use of a modern Gothic as display type and the breaking up of pages with the light gray of a finely executed woodcut. The quality of the cuts themselves, by the way, is inferior to their decorative effect in the book.

The Merrymount Press is well represented in the show. There is no doubt that the sources of Updike's work, which cannot possibly receive a fair treatment on an occasion like the present, are traditional. He uses mainly material designed by artists of the past and his manner is deeply rooted in the New England tradition. The secret of his books, and this is not giving anything away, seems to be their admirable lack of self-consciousness. This does not mean that they are impersonal, on the contrary. But they present themselves more as good books than let us say Merrymount Press products. So the edition of "La Fontaine's Fables" is one of the few really readable texts among the Limited Edition Club Books. There are

**"PUBLISHER  
MINDED"  
BOOK  
MANUFACTURING**



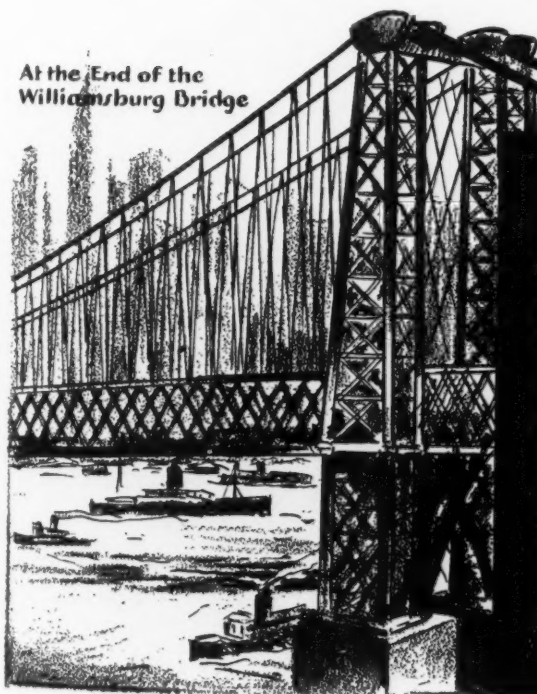
**O**F course, you'd expect to find the BRAUNWORTH plant COMPLETE—and MODERN. Forty years of service to publishers have taught us what efficient and economical book-making demands in the way of mechanical equipment.

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THE ENGLISH  
DICTIONARIE  
OF 1623

By HENRY COCKERAM

WITH A PREFATORY NOTE

BY

CHAUNCEY BREWSTER TINKER



NEW YORK  
HUNTINGTON PRESS  
MCMXXX

*"A delightfully light and fresh title-page with just enough period association to please the amateur"*

in the whole not less than six of Updike's books in the show, among them the splendid Standard Book of Common Prayer. It is a most welcome fact that the Church today is aware of good printing. In Germany the Bremer Presse is working on a modern Missale for the Catholic Church.

Particular attention should be paid to a modest little volume designed by Melvin Loos and printed at Rudge's. A book entitled "Dictionary of 1623" was certainly a vivid temptation for a nice piece of period typography. Instead there is a delightfully light and fresh title-page which must appear entirely spontaneous to the average reader. However, there is just enough of a period association to satisfy the

amateur. The book is a model of what can be done in a free and tasteful manner without unnecessary attachment to the historical example. Designs as this one are entitled to much encouragement. They are more closely affiliated with outspoken modern work than with their less intelligent counterpieces on the historical line.

Unique as an attempt towards entirely unconventional bookmaking is Lester Douglas's "The Gospel According to St. Luke." The printer must be thanked for his courage in attempting this enterprise, which has resulted in an even more than interesting document in experimentation. Hans Foy's illustrations are not only well matched in color and weight, but show a desire to overcome the traditional iconography in a free and human interpretation of the holy stories. But there can be no doubt where the greater future possibilities are indicated when going over to the Spiral Press edition of Robert Frost's "Collected Poems," printed for Random House by Joseph Blumenthal. In many regards this is the most promising volume among the fifty books. It is a very useful and clear printing of an admirable poet, a beautiful piece of pure typography and an entirely contemporary piece of work. This certainly does not mean that less

laborious study lies behind such a production than behind any other piece of bookmaking. It is evident that Joseph Blumenthal has studied the work of the Bremer Presse and modern Dutch printing. He uses Van Krimpen's "Lutetia" and "Lutetia Italic," introduced into this country by the Continental Typefounders' Association. The type is also to be found among the Fifty Books in the Woolly Whale Press's private edition of Dickens's "Christmas Carol." Here is really the first modern Roman type of universal appeal, worthy of Holland's great typographic tradition.

Another new type of very different character appears among the Fifty Books in the Carteret Book Club's edition of "Jemima

Conduct, Her Book," for which Frederic Goudy has specially designed his "Kaatskill." It is a very charming type, which from the outset has a friendly appeal. It is used admirably and creates the desire to see more of it.

#### The Illustrations

Updike has always been moderate in the use of illustrations in his books, but William H. Cotton's pictures for Thomas Hardy's "The Three Wayfarers" show the excellence of his taste.

The average reader cannot fail to recognize the dramatic liveliness and the subtlety of rich brown, yellow and red in these scenes. The lover of contemporary art again will be pleased to state the connection in a general way with modern French painting and an artist like Dérain. But there still lingers a certain unexplained flavor in the illustrations which brings them together in an epic unit. When you discover the note: "Time: A March evening at the beginning of the last century" in the book, suddenly that stream of unexcelled dramatic representation which originated in Goya the Spaniard and culminated in the Frenchman Daumier reveals itself as a background. This connection may have been entirely unconscious in the artist's mind but it is there and gives the work a satisfying roundness.

Two illustrated books in the show, which have doubtless been planned independently show a striking affinity. Elmer Adler's edition of "Tom Sawyer" with illustrations by Donald McKee and Anderson's printing of "Treasure Island" with illustrations by Lyle Justis both excel in the use of vividly drawn pen designs inserted right into the column, lightly colored and tuned to match a rich cream stock. "Tom Sawyer" is probably superior in the less decadent draughtsmanship of its illustrations, whilst "Treasure Island," with all its careful production and choice material, can be more easily approached and displays a normality of page construction which is absent in the "Tom Sawyer." In a general way another little edition from Pynson Printers goes in with this group. A. A. Milne has written and Ernest Shepard illustrated with easy little sketches the amusing "When I Was Very Young," which Elmer Adler has carried out



*A Cotton illustration from Hardy's "The Three Wayfarers." The Foundation Press*

conscientiously for the Fountain Press.

Similarity in independent productions brought out simultaneously is of symptomatic importance. It means that American illustrated books have found a definite form of their own. From an international viewpoint it seems that America's most original contribution in book typography is the making of illustrated books on youthful and adventurous subjects. Sea stories and adventures in editions equally pleasing to adults and juveniles are coming along with promising freshness of attitude.

In a sense Rockwell Kent's "Candide" of 1928 can be named in this connection. However, the unique quality of this book, which can be ranked with the finest illustrated editions done in a long time, puts it in a place very much by itself. It is by no means one of the least of its qualities that in the democratic \$5.00 edition it has become a truly popular book. During 1930, the many admirers of Rockwell Kent have within a short period been given a great deal to absorb. Of his work the Lakeside Press "Moby Dick" and "N. by E." (not among the Fifty Books) are also available in popular editions, the

The background of the advertisement is a dark, swirling marbled pattern. A central rectangular box with a light background contains the main text. The box is framed by a thin white border. In the corners of the marbled area, outside the central box, are small white crosshair-like symbols, each with a stylized 'B' or 'P' inside. The text 'HOLLISTON MARBLEX' is prominently displayed in the upper half of the central box.

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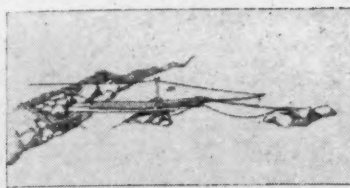
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6

## Machu Picchu



3. METHOD OF BRIDGE-BUILDING  
Used by Mr. Heald in crossing the Urubamba River  
near Machu Picchu.

logs, he anchored their butts on the bank of the river, laid them parallel and about four feet apart so that their smaller ends projected some one foot beyond the boulder on which rested the first span of the bridge. The shore ends were weighted with heavy rocks. Crosspieces destined to form the floor of the bridge were lashed to the long stringers with flume-sawyer, rope-like vines common in Amazonian forests. A heavy felled upright, ten feet high, was wedged into place on the far side of the rock on which the first span rested and was lashed securely to the stringers. A long, light log was now pushed out by hand on the completed part and thrust out over the forty-foot gap, in further end being supported by a rope which passed through the fork of the upright. By this means the thirty-foot gap between the heavy stringers and the large boulder in midstream was successfully crossed. Three light stringers were put across in this manner and then a heavy one was trawled, part of its weight being borne by the three light stringers by means of a crossbar fastened to its further end and part by means of the rope. Once this problem was solved the rest of the bridge gave comparatively little trouble. In a short time Mr. Heald had completed an excellent structure which served its purpose admirably until the beginning of the rainy season and the end of our work at Machu Picchu.

The construction of the new trail up to the ruins was retarded at first by dense tropical jungle, then by thick bamboo and the steepness of the slope, and finally by the slowness and extreme caution of the workmen,

## Exploration and Excavation

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4. HEALD'S BRIDGE ACROSS THE URUBAMBA RIVER

who decided to take the risk of meeting a snake unexpectedly, this vicinity having a bad reputation for poisonous serpents. Their fears were justified, since during the next ten days eight venomous reptiles were killed, including several specimens of the deadly bush master. Fortunately none of the men was seriously bitten, although later we lost two mules from snake bite.

Mr. Heald had several narrow escapes, but from other causes. On the second day, while reconnoitering the steep slopes above the workmen and out of their sight, he suddenly discovered that they had started a fire in the bamboo scrub. In less than a minute it had gained great headway and was racing up the mountain side faster than anyone could possibly climb. Knewing by the time he had come was impossible. The flames leaped fifteen and twenty feet into the air. There was nothing to do but make a strenuous effort to get around the raging fire before it should spread sideways. Tearing blindly through the dense thickets, he fell headlong over a small cliff and landed in a mass of bamboo, which fortunately broke the force of his fall and saved his life.

A few days later he had an even more exciting experience. I had asked him to see whether he could get to the top of the needle-like peak called Huayna Picchu and investigate the story that there were magnificent ruins upon its summit. Melchor Arteaga, the Indian who lived at Mandorpona, who had originally told me about the ruins at Machu Picchu, and whose occupation consisted in selling fodder and portage to passing travelers

From "Machu Picchu, A Citadel of the Incas," designed by C. P. Rollins

former possibly at a greater sacrifice of page harmony than has been necessary in the case of "N. by E." I regret that in none of these productions can I discover quite that same exquisite quality of design as in "Candide." Undoubtedly, the gorgeous Chaucer will find its admirers, but I fail to recognize in it a readable text of the Canterbury tales or in the full page portraits an interpretation of Chaucer's kind and human spirit.

Rudolph Ruzicka is represented in the show as the designer and illustrator of Henry David Thoreau's "Walden, or Life in the Woods" of the Lakeside Press. He has also engraved a copperplate frontispiece for the Limited Editions Club's "La Fontaine" mentioned above.

Dwiggins, who has shown himself an able book illustrator in his edition of Poe, is better represented with the designs for R. Selden Rose's useful "Wine Making for the Amateur," cut with great skill by F. H. Fisher, than in his embellishments for Virginia Woolf's "Beau Brummel."

In the Grabhorn Press edition of Walt Whitman's poems with Valenti Angelo's woodcuts the desire to express admiration

and love for a great artist has created a monumental edition which may justly be called "modern incunabula." From the same press comes another volume in the show, "The Southern Mines of California" with halftone reproductions. This leads to a group of books with scientific representations as against the artist's drawings just dealt with.

It is important to observe in these examples that the principles of typography and of illustration as developed in the Press Books and the Limited Editions are adapted for scientific use. This in turn has helped to broaden these originally very narrow principles into a really workable standard. The printing of halftones on uncoated stock has advanced considerably and we have no more excuse for the insertion of heavy coated stock in extra leaves. The tying up of these illustrations with the columns has developed in a way which only some years ago was proclaimed the privilege of the pure line drawing. "Machu Picchu, A Citadel of the Incas" from Yale University Press (C. P. Rollins) is an admirable example of the simultaneous use of halftones and



From *"The Trader's Wife,"*  
Coward-McCann

diagrams in line design, making the very best of each, and a map designed by H. Bumstead is not only clear and correct but a rare treat to the eye. Dard Hunter's "Papermaking through Eighteen Centuries" has been worked out along the same general lines by Rudge.

There is, naturally enough, always a larger group of books on bookmaking subjects among any selection of well produced books, than of books on any equally specialized subject matter. Paul Johnston's "Biblio-Typographica," printed at the Southworth Press for Covici, Friede is a pleasing volume in an attractive binding, and Elmer Adler's "Colophon" is a rich menu of book designing styles, which to analyse would take another article like the present one.

#### Limited Editions and Trade Editions

There is a majority of limited editions among this year's show and this is likely to cause some criticism. It will be only a natural reaction to contribute this fact to the circumstances of selection. There is a good reason for such an attitude, but it is very hard to judge it without knowledge of the rejected mass. Other points are to be considered. There seems to be a certain tendency on the side of the publishers to make limited editions out of their better produced books. This policy may be dictated by economic reasons. But it should not be forgotten that there is a difference between the small and the limited edition. Only very few books belong by their nature to the latter class. In a possible discussion reasonable excuse could probably

### THIRTEEN

CHRIS insisted upon their being married at once, and it was arranged that the wedding should take place at the beginning of September. He had an interview with Adela's uncle that very evening when they got back. He found Mr. Hinny in his study, sitting in his armchair with a heap of examination papers on a table by his side. It was evident that he received Chris's announcement with genuine satisfaction. "Well, Holbech, I hope you will have a very happy married life," he said at last, laying his hand on Chris's shoulder. His manner throughout the conversation had shown great solicitude. Sometimes it appeared almost jocular, as if he were an official participant in some kind of enviable indulgence, and sometimes his clerical physiognomy would resolve itself into an expression of devout sentimentality as he uttered his grave platitudes. It was as though his words were the inevitable product of the school he had built, prompted by the little electric bell at his front door, suggested by the evenly arranged tiles in his hall. His thoughts, however, remained free: "It would be a good thing to get this girl off my hands," he thought. "Ever since my brother died she has been an expense and a responsibility to me. This young man will do very well. He is rather erratic, but the responsibilities of marriage will steady him

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A page from *"Apples Be Ripe,"*  
Harcourt, Brace

be produced for every individual item. Nevertheless one must bear in mind that on the whole it is by no means a desirable development. The simultaneous issuing of a limited and a trade edition from the same set up but on a different quality and size of paper is another matter.

"Horns in Velvet," the Harbor Press edition of Joan Ramsay's verses, stands in a class by itself among the trade books in the show. It sells for \$2.50 and is as pleasant in its charming binding as it is satisfactory in the discreet harmony of its construction. Among the other trade books which show a certain standardized similarity, especially in their dark bindings, Christopher Morley's "Rudolph and Amina" stands out for the clever use of hand lettering and color. Two of the Paper Books are in the show. We also find a school book, "Virgil and Other Latin Poets" from Ginn & Company.

## FIFTY BOOKS OF THE YEAR

*Exhibitor*

THE APELLICON PRESS, *Glen Rock, Pa.*

"All About Mother Goose," by Vincent Starrett. (\$7.50). 250 copies for sale. Printed and designed by D. B. Updike.

"Tom O'Bedlam and His Song," by Arthur Machen. (\$8.00). 200 copies for sale. Printed by Richard W. Ellis: The Georgian Press. Designed by Richard W. Ellis. Bound by William Edwin Rudge.

ANDERSON BOOKS, *Philadelphia.*

"Treasure Island," by Robert Louis Stevenson. Number 1. Illustrated. (\$15.00). Printed by Franklin Printing Company. Designed by Carl J. H. Anderson.

THE BACCHUS CLUB, *New Haven, Conn.*

"Wine Making for the Amateur," by R. Selden Rose. Illustrated. (\$15.00.). 515 copies printed for Members of The Bacchus Club. Printed by E. L. Hildreth & Company. Designed by Carl Purington Rollins.

CHARLES BONI PAPER BOOKS, *New York.*

"Prize Poems 1913-1929." Edited by Charles A. Wagner. Introduction by Mark Van Doren. (50 cents). Printed by Van Rees Press. Designed by Elmer Adler and Rockwell Kent.

"The Return of the Hero," by Darrell Figgis. Introduction by James Stephens. (50 cents). Printed and bound by Van Rees Press. Designed by Elmer Adler and Rockwell Kent.

THE CARTERET BOOK CLUB, *Newark, N. J.*

"Jemima Condict, Her Book;" Being a transcript of The Diary of An Essex County Maid During the Revolutionary War. Illustrated. (\$7.50). 200 copies printed for members of the Club. Printed by Walpole Printing Office. Designed by Frederic W. Goudy.

THE CAXTON CLUB, *Chicago.*

"Across the Plains in 1850," by John Steele. Edited with introduction and notes by Joseph Schaefer. Illustrated. 350 copies printed for members of the Club. Printed by The Lakeside Press. Designed by William A. Kittredge.

THE COLOPHON, LTD., *New York.*

"The Colophon, A Book Collectors' Quarterly." (\$10.00—First Year). Issued to 2000 subscribers. Printed by various presses. Designed under the supervision of Elmer Adler. Bound by George McKibbin & Son, Brooklyn, N. Y.

COVICI-FRIEDE, INC., *New York.*

"Biblio-Typographica, A Survey of Contemporary Fine Printing Style," by Paul Johnston. Illustrated. (\$35.00). 1050 copies for sale. Printed and bound by The Southworth Press. Designed by Paul Johnston.

"The Canterbury Tales of Geoffrey Chaucer," together with a version in Modern English Verse, by William Van Wyck. Illustrated. (\$50.00 for set of 2 vols.) Printed by The Stratford Press, Inc. Designed by Samuel A. Jacobs. Bound by American Book Bindery, Inc., New York.

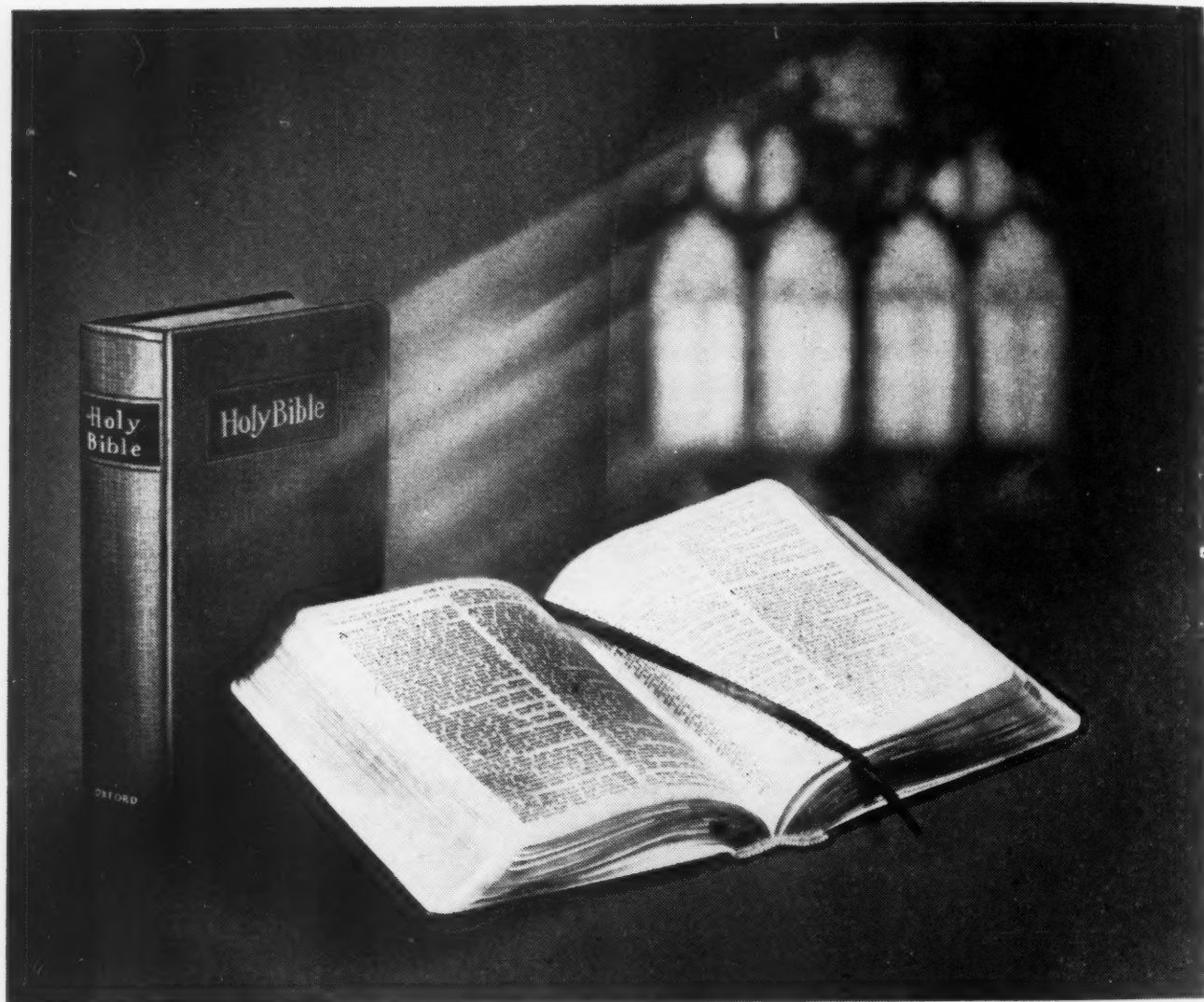
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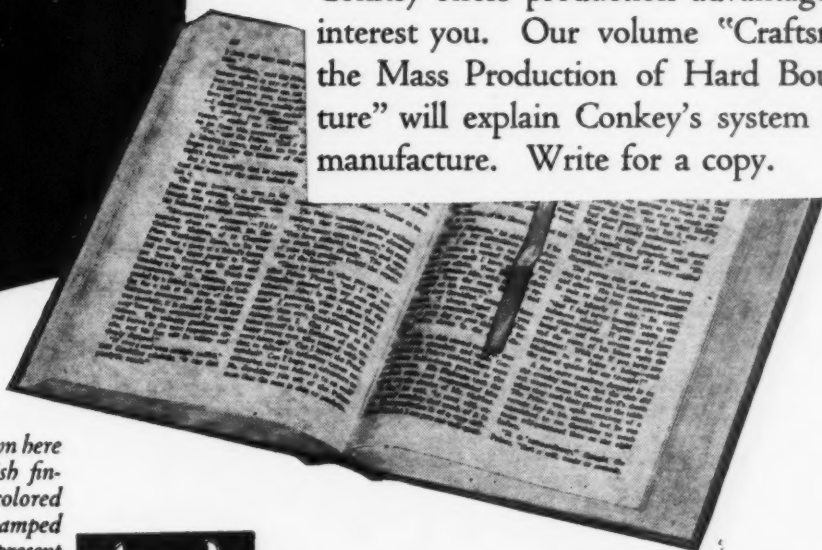


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# Why Inks Cause Trouble

Meiric K. Dutton

**P**IGMENTS and varnishes are the two main ingredients in printing inks. These two, together with driers and waxes, form the vast bulk of all materials used by the ink manufacturer. Yet to what a varied assortment of surfaces he must make these materials adhere: parchment, wax paper, glassine paper, cellophane, cover papers, bond papers, book papers, and a hundred other surfaces.

In considering inks for the book printer alone, not less than six classes of inks must be studied: antique or ordinary book inks, half-tone inks for machine or English-finish papers, halftone inks for super-calendered papers, halftone inks for glossy coated papers, halftone inks for dull coated papers, and color process inks. Within these six classes, the ink maker has a variety of characteristics to contend with which makes his task truly difficult. And no less difficult is the task of the pressman, particularly when he is called on to "doctor" inks because of changes in paper, temperature, color, and many other inconstants with which he is faced.

Printing ink may be said to consist of a pigment ground into a varnish as a vehicle, to which certain other substances such as driers and wax are added to modify the consistency, tack, drying power, and other characteristics. The vehicle or varnish into which the pigment is ground may be linseed oil, tung oil, soya bean oil, or rosin oil, or it may be a mixture of certain of these oils. These varnishes are selected with a view to the use to which the ink is to be put. Rosin oil, of which there are many different grades, is used mainly in newsprint inks where it is intended that the ink shall dry largely through absorption into the paper with almost no drying by oxidation. This oil is made by the destructive distillation of rosin. A blend of mineral oil and rosin is now frequently used because of its greater speed of production.

Book printing inks very largely employ a linseed oil varnish, which is obtained from the seed of the flax plant, its finest state being that obtained by cold pressing. This

oil is boiled, during which process small quantities of lead and manganese compounds are inserted. These compounds form lead and manganese soaps which dissolve in the oil, increasing its drying qualities. The boiled oil is highly viscous and, in the process of oxidation, it permits the gums which retain the pigments to dry evenly on the surface of the sheet.

Tung oil is secured from the tung nut. The tree producing this nut is a native of the Orient but is now grown to some extent in the United States. This oil, when boiled and combined with lead and manganese soaps to promote drying, forms a varnish which is particularly suited to withstand the attacks of weather. It is used for much outdoor display printing.

Soya bean oil dries slowly and is adaptable to use in printing inks only when combined with other oils or soaps which overcome this defect. This oil is relatively inexpensive.

In not all cases are the cheaper oils used solely because of a desire to save money. In addition to being inexpensive, rosin oils are by far the most adaptable of the varnishes to newsprint and other extremely porous papers since this base rapidly penetrates the paper, leaving its pigment on the surface with sufficient binder to hold it there.

The general run of book papers, however, require a linseed oil base since the surface of these papers is too well sized to permit of much absorption. The linseed oil varnishes dry almost entirely by oxidation although there is sufficient penetrating strength to act as a binder between the paper and the pigment in the ink. Linseed oil varnishes are of thirteen grades. Numbers 00000 to 0 are thin varnishes; numbers 1 to 3 are medium varnishes; and numbers 4 to 8 are heavy varnishes. Inks are generally ground in a number 1 varnish which is designed to operate properly at a temperature of 70 degrees Fahrenheit. The varnishes of a higher number have greater tack, but the tackiness of these varnishes increases in decreased temperatures.

Carbon black is the most important of



all pigments used in typographical inks. This pigment, the base of all black inks for letterpress, is obtained by the incomplete combustion of gas. Lamp black, at one time extensively used in the making of newsprint inks where its high oil content was not objectionable as it would be in plate inks, is now largely replaced by carbon black. Lamp black is obtained by burning oil in a limited air supply. Carbon black and lamp black are almost entirely free from mineral matter. Although certain other pigments have a greater density, their mineral content is objectionable. The brownish undertone of carbon black is corrected by the addition of a blue dye which intensifies the color.

Bone black and vegetable black, obtained as indicated by the charring of bone and vegetable matter, contain some mineral matter. An acid-washed vine black may be mixed as a toner with an acid-washed bone black to form a pigment of great intensity for use in plate printing. Some other black pigments are magnetic pigment, manganese black, and mineral black. These black pigments may all be mixed together to obtain the peculiar properties required for specific purposes.

The other pigments may be classified as chemical colors and "lakes." The chemical colors include the various blues which are made with an iron cyanide base, such as: Prussian blue, Chinese blue, and bronze blue; the yellows which are made with the basic chromatics; the vermilions; and certain whites such as white lead. These chemical colors are produced by the action of one chemical upon another, or by physical or chemical action upon earths and ores.

The lakes are formed by precipitating organic dye upon a white base such as blanc fixe or alumina. These dyes are formed from coal-tar derivatives. The lakes have assumed the utmost importance in modern color printing because of their unexcelled brilliance. Much progress has also been made toward stabilizing the lake colors, thus overcoming their greatest defect which was their tendency to fade upon exposure to light.

It has already been shown that lead and manganese compounds are incorporated during the boiling of the linseed oil var-

nish. The lead compounds produce a slow drying, but a drying which is uniform throughout the film. The manganese compounds produce a rapid drying of the surface of the ink. The most satisfactory results are obtained by a combination of these agents.

With these main materials, the ink manufacturer supplies you with inks for many purposes. Upon the cunning with which he combines these materials in their proper quantities, qualities and shades, depends the fitness of the ink to the purpose in hand. A tank is provided for the proper mixing of these ingredients. This mixture is then properly ground between rollers or cylinders in a mill. These rollers are set in contact by screws and each roller revolves at a speed differing from that of its companion to provide a proper grinding. The mixture or pulp passes through these rollers as many times as required to give it the proper consistency and fineness as printing ink.

Pastes and liquid driers are available for the pressman to mix into his inks. In general it is easier and, consequently, more efficient to mix liquid or Japan driers with printing inks, although certain inks react better to the paste drier when it is properly mixed. Japan drier is, of course, a volatile drier and must be used sparingly. Paste drier is suitable for slower drying of light shades and tints; and cobalt drier is recommended for blacks, blues, and browns. A drier should never be used with process inks since it is essential that the inks retain a certain softness or openness to receive the next color. A cobalt drier is often effective in the last color of a multicolor job.

Reducers are obtainable in many forms. They should, however, be used sparingly, as they reduce not only the consistency but also the intensity of the color. In halftone printing, a reducer should never be used, but the pressman should have an ink of the same intensity but ground in a softer varnish than his regular halftone black to mix in for the purpose of reducing.

Process inks may be retarded in their drying by the addition of a small quantity of vaseline.

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# A Printer's Notes on Book Production

Herbert Simon

*The Kynoch Press, Birmingham*

## VI. *The Format*

THE planning of a book seems such a straightforward undertaking that it is rather astonishing to find so many books indifferently produced. The reason may be that the art of typography is not so simple as it looks, and this is certainly near the truth. It is important to realize that the design of all books has to fall within a conventional framework, and the typographer may not ignore convention. Publishers' books, as a rule, cannot afford to be wildly experimental, and therefore their shape and appearance are subservient to certain restraints. Why do these restraints or conventions exist? Their existence is due to the fact that people are largely conservative in their attitude towards books, and they would be made uneasy and disturbed if books had an appearance which differed radically from the form to which they have long been accustomed. Indeed, such books would distract the reader to such an extent that they would lose considerably in legibility. But as legibility, or ease of reading, is the most important quality a book can possess, it is obvious that any format which tends to weaken this quality is not the best. Therefore, on the grounds of preserving the utmost legibility there is a very strong case for the format being kept within the framework of convention.

The successful typographer is not likely to be a highly imaginative artist; the restrictions imposed would prove too irksome. The imaginative spirit has more scope in the field of book illustration. A good typographer must never allow himself to forget two important principles: to remember that nothing must be done to destroy the quality of legibility, and then to respect the limitations of the tools which he is employing. It has been said with some truth that there is a certain kinship between printing and architecture. Printing must be structurally right. Types

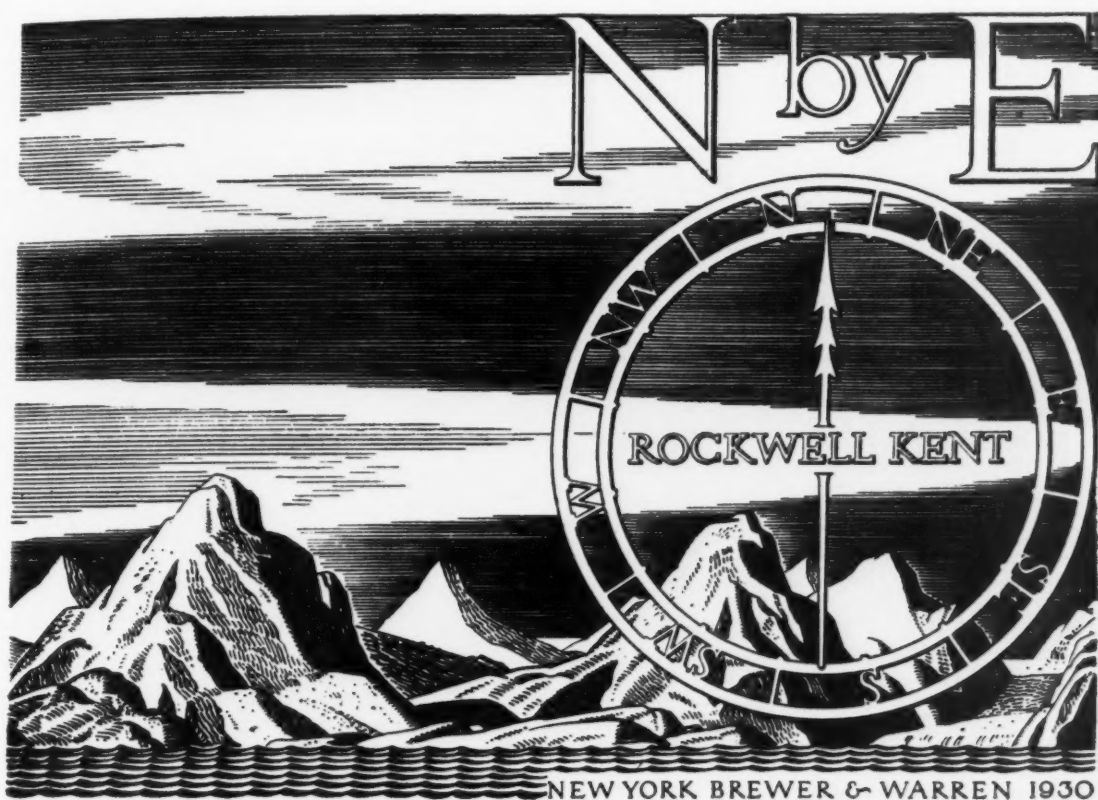
have only a limited degree of plasticity and, consequently, they impose on the format certain limitations in design. Nothing succeeds so well in book design as the unvarnished, straightforward approach. As in building, the functional is the main test, and unnecessary ornamentation may easily become a defect.

A heavily ornamented book is not necessarily a satisfactory piece of planning. Printers' flowers, rules and ornaments are very useful material to a typographer, and they can add great charm to books, but their use must be reserved for appropriate occasions and texts. The majority of publishers' books require no flowers; their merit should lie in their simplicity, fine proportion, well-chosen type and paper and good, clean presswork. It is with this kind of book that the product of the publisher can be improved to the advantage of the reading public and the publisher alike. Some publishing houses have already realized that there is no additional expense in having a book carefully planned; they have wisely enlisted the whole-hearted cooperation of their printers and binders with the result that books are being issued which cannot fail to enhance their reputation. It may be argued that the public is not very vocal about its likes and dislikes, but if a good and inferior quality are offered at the same price, the chances are that the well-made article will be bought. Among book-buyers there is a considerable body of people with taste.

It is proposed to follow through the planning of an ordinary octavo book and to consider certain variations which the imaginary manuscript may demand. Book illustration with its various methods of reproduction will be discussed later.

A book consists of a sheet or sheets containing the frontmatter, the sheets containing the main body of the text matter, the endpapers and the binding case. The





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ILLUSTRATION FROM TRADE EDITION «MOBY DICK» PUBLISHED BY RANDOM HOUSE

## What Rockwell Kent Says About the Work in Bookmaking of The Lakeside Press:

*January 6, 1931*

**N**OW that the holiday season is over and time enough has passed since the distribution of the two editions of «Moby Dick» for me to have received some echoes of the public favor with which the books have been received and to view the books in some perspective, I write to you to tell you of my very high appreciation of your part in that enterprise of «Moby Dick» of which you were the sponsors.

I may tell you that the Limited Edition of «Moby Dick» far exceeded my own thought

of what it would be and I must, in fairness, attribute all of that excess of value to yourselves. What satisfaction I may, as an artist, have been expected to take in my own work was heightened by that work appearing, after it had passed in reproduction through your hands, far better often than the drawings themselves.

I have had enough experience in the production of books to have gained some appreciation of the values of bookmaking, and I have come to know how much, after the maker of the pictures is through with his

work, depends upon the care with which the reproduction of that work is handled, how the plates are made, the type is set, and how the work at last is printed. And when I tell you, as I have, that I am far more pleased with my work after you had reproduced it and it appeared in the environment of the printed pages, and in its binding and its case, than I was when I sent it to you, I am saying possibly as much as an artist can say of the work of his collaborator, the printer. But, a book is infinitely more than its pictures, and I am keenly appreciative of the care which you bestowed upon the typography, an appreciation gained not only through the finished work but, on the occasion of my several visits to the Press, through having seen what interest and meticulous care your staff bestowed upon the work.

I may say even more, and refer to the quality of the engravers' proofs that you sent me. I have never in my experience had such proofs submitted to me, in which it seemed to have been your aim to show me at once the true effect that the printed plate would have in the finished work. It seems to have been your purpose in the carrying

out of every detail of "Moby Dick" and of every detail of our relationship throughout the production of that book, to have achieved perfection, and it was my impression and experience throughout that if there was any criticism that I cared to make of any suggestion, you would welcome it as contributory somehow toward that end.

I want, in concluding, to express my appreciation of your unfailing courtesy in your dealings with me as a procrastinating artist; as one who must have exasperated you innumerable times by his delays.

As far as the Trade Edition of "Moby Dick" is concerned, one must, as a critic, judge of the book with respect to the price limitation that was set for it. Considering that, I feel that your achievement in printing is phenomenal. You bestowed a care upon the printing of the cuts, on your choice of ink, in every detail, in fact, of that low-priced book that one expects to find exclusively as a part of the making of costly limited editions. You have proved to me what I have long felt could be done: That low-priced books can be beautifully printed.

ROCKWELL KENT

## What Rockwell Kent's Publishers Say:

### Random House

January 8, 1931

**N**O DOUBT you are as delighted as we are with the great success of the trade edition of Herman Melville's "Moby Dick," with illustrations by Rockwell Kent—and well may you be, for certainly, after Mr. Kent, the major part of the praise for the book belongs to you!

We are so pleased with the work that The Lakeside Press has done on "Moby Dick," that we have planned to place in your hands the design and manufacture of two of our most important Random House books for 1931—namely, "Wuthering Heights," with illustrations by Clare Leighton, and "The Brothers

Karamazov," with illustrations by Boardman Robinson.

BENNETT A. CERF

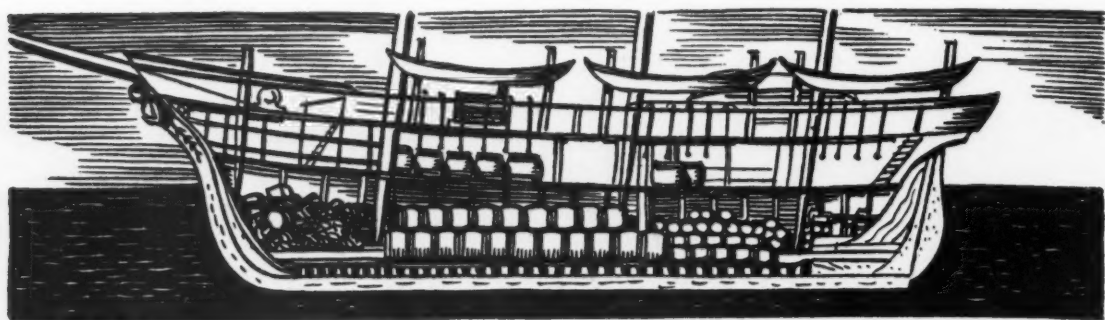
### Book of Month Club

January 7, 1931

**I** WANT to congratulate you and Mr. Kent on the edition of "Moby Dick" which you did for us. It is a splendid bookmaking job—in my opinion the best-looking book we have sent out. You will be interested to know that we have had extremely favorable comments from subscribers as to its appearance—something that ordinarily readers do not bother to write about.

HARRY SCHERMAN





## Brewer & Warren

January 6, 1931

I SHOULD like to add my own word of appreciation to those of the many reviewers who are consistently commenting on the fine appearance of the trade edition of Rockwell Kent's "N by E."

Not only do I feel that in design, paper, press work and binding each step is well nigh beyond improvement, but the finished result is such a splendid blending of good qualities that this book has unanimously been selected by us for submission to the committee on The Fifty Best Books of the Year.

I also feel that it has won the position as the finest trade book ever produced by our house.

EDWARD K. WARREN

January 7, 1931

I WANT to tell you what a fine job I think The Lakeside Press has made with Rockwell Kent's "N by E." I have had to do with a good many books of this general

character and never, as a publisher, have I had the pleasure of association with a better piece of bookmaking than you have produced. From every angle it has been a grand job, and I congratulate you on it.

GEORGE PALMER PUTNAM

## The Literary Guild

January 7, 1931

WE ARE very happy to tell you that the reaction of our subscribers for the Literary Guild edition of "N by E," which was printed and bound by The Lakeside Press, has been highly commendable.

We feel that you ably demonstrated the fact that a beautiful book can be printed in a short period of time and at a price which is comparable to the regular trade scale. We hope it will be our pleasure to have you manufacture other books for us in the near future.

M. J. SUTLIFF

*Other publishers are invited to consider these resources for the design and manufacture of books.*

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Fig. 1. Title-page with large type set to full measure

front matter pages frequently present obstacles, as the matter to be set is "broken" as compared with the regular pages of the main text. There is considerable variation in the sequence in which the preliminaries are set out, and it is preferable to standardize this as much as possible. The following order is suggested: bastard title, title-page, dedication (errata), prefatory note, contents, list of illustrations and introduction. The bastard title is the first printed page in the book; it should be treated perfectly simply so that it will not compete with the title-page proper. Although the matter of the bastard title is normally confined to one or two lines of capitals or small capitals, nevertheless it is important that it be properly positioned on the page. It is advisable to place it well above the center towards the top margin, and not to allow it to fall too much towards the binding margin. It should be remembered that the endpaper is secured to the bastard title sheet, and therefore the visible width of the page is about  $\frac{1}{8}$  in. less than the other pages in the book. Due

TARRAGONA  
A ROMAN TOWN

BY  
OLIVER J. HEARD

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Fig. 2. Title-page set in small-sized capitals

allowance should be made for this and, if necessary, the position of the printing moved towards the fore-edge. The back of the bastard title is either blank or used to accommodate a list of the author's "other works." If a list of this kind is printed, the type should be of modest size and placed so that it appears to range with the half-title when the sheet is held up against the light. A test of this kind is known as the "look through."

The title-page is clearly important; it is at once a key and an introduction to the book. It need not be adorned with flowers or boxed within rules, although with certain texts this kind of treatment may help to create the required atmosphere. The plain, unadorned title-page is a field for an infinite amount of typographic variety. Two settings of the same title-page are shown in Figs. 1 and 2. Both may be equally fit for the purpose, but it is interesting to note that large type does not necessarily go hand in hand with effective display. The smaller capitals seem to hold their own remarkably well. Until quite

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recently it was the established practice to set the title of the book in as large a type as the measure would allow, and no one seemed to recognize that alternative settings in small sized capitals or lower case had a sufficiently good display value. Indeed, it may be urged that small type titles bring the title-page into closer harmony with the rest of the text, which would ordinarily be set in 10, 11 or 12 point.

Publishers having house-marks or devices sometimes elect to incorporate them in the title-page design. There is a good precedent for this, for before copyright laws became established the title often bore the printer's device as a defence against piracy. A house-mark may be a valuable aid to the typographer, provided it has been designed to harmonize with the type. A strong wood-cut, while no doubt admirable in itself, may be totally unsuitable typographically. It is largely a question of "color" and weight of line. The devices which can be accommodated most easily into the typo-

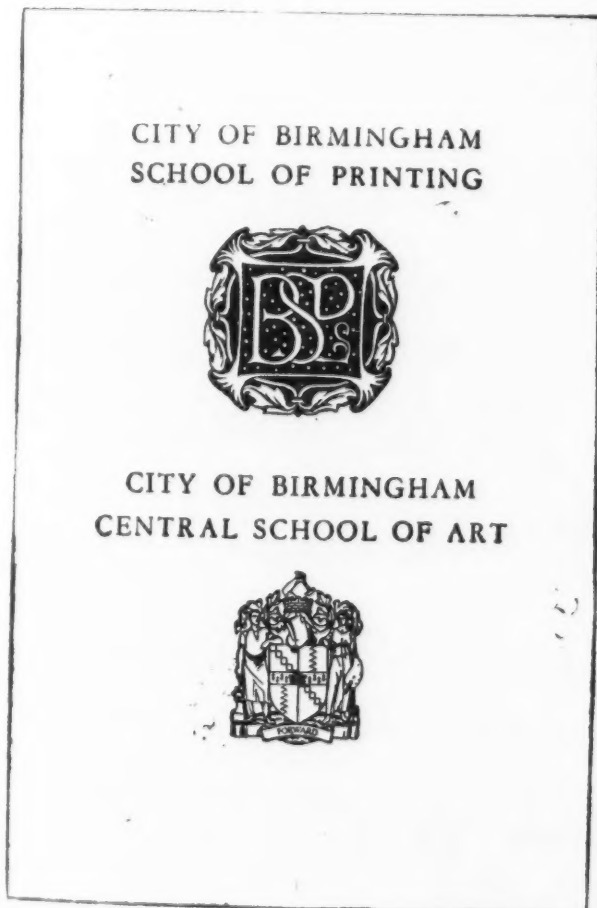


Fig. 3. Device at top too strong for size of type. The lower one is more in harmony

CONTENTS	
INTRODUCTION	Page 1
PART I	13
PART II	41
PART III	73
PART IV	161

Fig. 4. A short contents page without leaders

graphic scheme are those which are a little "greyer" in tone than the type. (Fig. 3.)

The manner of treatment of the contents page depends on the number of entries to be printed. There are two "schools"; those who use "leaders" and those who abominate them. No rigid rule can be applied, but for a short list of contents, set to a fairly narrow measure, leaders seem superfluous, and the page looks best without them. Leaders are, unquestionably, a help in a long contents page which is being set to the full measure of the book and where the length of the entries are very uneven (compare Figs. 4 and 5). The contents and their respective page numbers are more easily read if the items are separated by generous interlinear spacing.

If the list is long no attempt should be made to crowd it into one page, but two or more pages should be given to it. If the book requires a list of illustrations it should be set in precisely the same style as the list of contents. But it may be assumed that the typographer will take good

CONTENTS		page
I. The Original Site	• • •	1
II. Pardon Churchyard	• • •	4
III. New Church Hawe	• • •	8
IV. Sir Walter de Many	• • •	18
V. The Suppression	• • •	26
VI. The Last Years of the Monastery	• • •	49
VII. Howard House	• • •	87
VIII. The Hospital in London	• • •	99
IX. Thomas Sutton	• • •	130
X. The Immediate Sequel	• • •	196
XI. The Greyfriars Society	• • •	214
XII. A School List	• • •	241

Fig. 5. A contents page where leaders are invaluable

care to consider both of them concurrently.  
The introduction to a book frequently

runs to many pages and has been known to compare in length with a chapter of the main text. It seems right that the introduction should be set to the same measure and in the same size of type as the text proper.

To use a smaller size type would be a poor compliment to the writer. If the introduction is short and does not occupy more than one or two pages, then the format can be varied by setting the matter in italics. This can look very pleasing, but it should not be attempted in the case of a long introduction, as pages of solid italic settings are not so easily read as roman. Very frequently the introduction is signed at the end with the author's name.

If, as is usual, this is printed in the font's own capitals it is inclined to look too large and be out of proportion to the rest of the page. To avoid undue preponderance it is preferable to set the name in either caps and small caps (ROBERT JONES) or even small caps (ROBERT JONES).

This may possibly seem a rather minute point to note, but these refinements are worthy of study. For, in combination, they can easily constitute the difference between sound and mediocre workmanship in book production.

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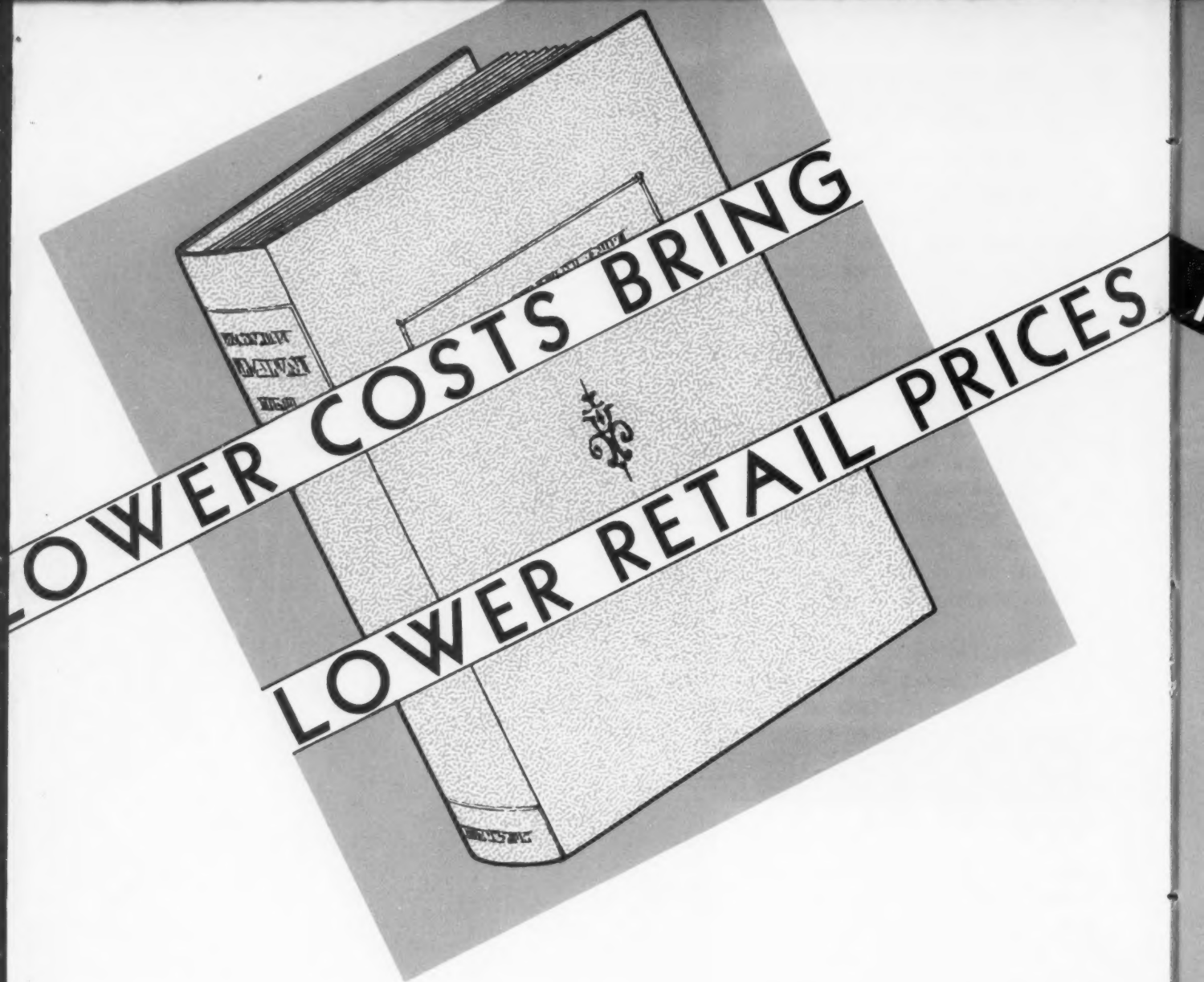


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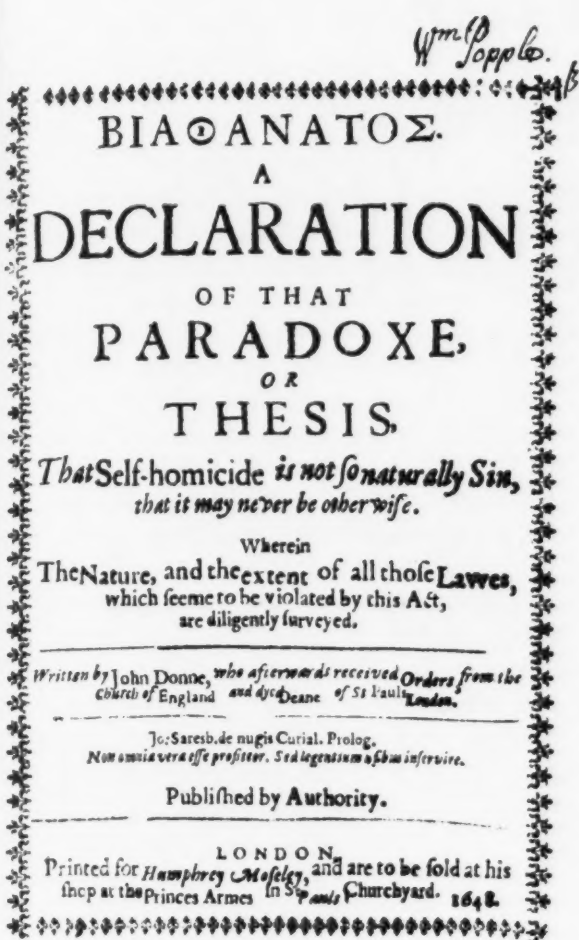
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## Facsimile Texts



Facsimile title-page of a rare book  
reproduced by the offset process

THE experiences of the Facsimile Text Society, which was formed last year to furnish students and scholars with true facsimiles of rare old literary works, are suggestive of solutions for some of the problems that face publishers, libraries and private book collectors.

Desiring to secure a clear, legible reproduction as far as the text matter was concerned, the Society also wished to preserve the atmosphere surrounding the original copy. At the same time it was mandatory that the job be produced very economically and with all possible haste. These conditions were all met successfully by means of the National Process Company's photolithographic offset process, and the volumes in the Society's 1930 program were distributed to some 600 private members and 100 libraries throughout the country to the

expressed satisfaction of all, as well as the plaudits of literary critics and manuscript connoisseurs.

Being basically photographic the accuracy of offset reproduction is unerring and even those details that characterize books printed hundreds of years ago, such as broken letters, gray or weak spots, uneven margins, were evident in the Facsimile editions. The offset process is particularly well adapted for printing on rough papers and no difficulty was encountered when the stock selected was a high grade rag paper, approximating in color the original. The impression made from the rubber blanket on the offset press to the paper that lays the design is smooth and retains all detail, instead of forcing the impression into the paper as is done by the ordinary type press.

The economy of the offset process for book reproduction is based primarily on the comparative simplicity and speed with which plates are made. After making the photographic negatives they are laid out in either 16 or 32-page forms, depending on the size of the pages, during which process the margins and binders trim are allowed for. When the negatives are opaqued, that is, all of the foreign spots in the negative removed, they are exposed against the sensitized zinc plate, the plate is developed, etched and made ready for the press. In other words, there is no elaborate and costly make ready like that involved in type-press printing. Another element of economy is the speed of the printing press. The offset press turns out about 3500 sheets an hour.

Facsimile Text volumes were reproduced and bound within two weeks' time, at a cost which enabled the Society to sell the books at a price ranging from \$1.25 to \$3.00 per volume. In one instance a 300-page volume belonging to the New York Public Library, the only copy of its kind in existence, was brought to the National Process shops in the morning, completely photographed during the day and returned to the library by night. The chance of mutilating priceless works is entirely eliminated by the offset process.

# Books on Bookmaking

Dr. Hellmut Lehmann-Haupt

## *I. Children's Books*

### CONTEMPORARY ILLUSTRATORS OF CHILDREN'S BOOKS.

Compiled by Bertha E. Mahony and Elinor Whitney. The Bookshop for Boys and Girls, Women's Educational and Industrial Union, Boston, 1930.

**H**ERE comes a volume by two authors of distinction in children's work, with a promising title and of pleasant appearance, which is to fill a very necessary place among the publications on children's books. What could be more desirable than a competent account of modern Illustrators of children's books? Such a volume has long been missing. It is wanted by parents and teachers, by children's librarians, publishers and printers and quite possibly by the more grown up children themselves. We need a book which not only contains a competent survey of the field, but impartially tells us what is good and bad in illustration. Children, like any other primitive or untrained persons will always care more about the story value, the content of a picture, and of course its colors, than for its execution and its artistic value. But for that very reason it is essential, that these first vehicles of the child's imagination should be most carefully selected and only the very best artists permitted to do work on children's books. It is therefore somewhat disappointing that the majority of the reproductions in the new volume are below the level of the best work.

At an important place, at the beginning of the book, Lynd Ward states in his article on "Contemporary Book Illustration," that "the day of the pretty drawing, the careful, uninspired and pretty penwork, the large and literal oil painting, is over. These still exist, but only as remnants. As mediums of expression they are exhausted and all that is left for them is repetition which is slow death." It is therefore dis-

concerting to find exactly these characteristics among so many of the selected reproductions. And again Lynd Ward speaks of the revolution of the modern artist and his unique position in modern creation. While for instance Francis D. Bedford, born in 1864, is enthusiastic about "that fine period, the eighteen-sixties" and emphasizes that "it will do neither the artists any harm, nor the publishers, to dwell upon the wonderful examples of illustration done during that period I have mentioned."

This is, of course, a vivid and amusing proof of the fact, that at each individual moment in history generations of artists are alive and working, who derive their manner and style from culmination points of taste scattered possibly over 50 years back and never developed any further. The variety of styles now displayed must be confusing to the untrained eye. However, it is surprising how quickly this obvious confusion becomes organized, if we only learn to consider it as layers of production fashionable at some moments in the last 30 or more years. Only if this collaboration of more or less antiquated styles still at work today could be explained, it would be possible to set up against this background the really modern and fresh contributions as against a multitude of accepted manners. And this it seems to me should be expected of a book entitled "Contemporary Illustrators of Children's Books."

Lynd Ward's article, lining up the principles underlying modern book illustration in general is of course a necessary contribution. But one misses the special application of these principles to modern children's books. Instead, an uncritical reprint of an artist's letters is used in its alphabetical place and supplemented with an editorial or a reprint from some older publication, when the artist has not sent in the information asked for. It seems to me a misunderstood respect for the artist's in-

dividuality, to gather these autobiographical bits. The fact, acknowledged in the book, that "in several instances the illustrator has acknowledged that he could not remember all the books he had pictured," is rather a proof of the artist's incompetence in this regard. Another undesirable result of this method of compiling is the lack of proportion between the individual artist's importance and the amount of space given to him in the alphabet. There are, for instance, only a few lines for Dulac.

Why are the titles sometimes part of the biography and sometimes listed especially underneath? Why are there no dates of publication? Will Ransom has shown in his "Private Presses," that modern bibliography can be carried on with accuracy.

This alphabetical list of the illustrators is followed by an article on "The German Group" by Francis MacIntosh Schwandt, a careful selection of the important names and titles. However, this contribution suffers from the lack of historical background in the lining up of these artists. How could any account of German children's illustrations, or at that of any children's illustrations be complete with such names missing as Ludwig Richter, Oskar Pletsch, the "Struwwelpeter," Oberländ or Wilhelm Busch, whose work is as fresh today as it was the day of its publication? One feels that the author considered himself restricted by the placing of his article in the "modern section."

That this, nevertheless, could have been made possible, is shown by Esther Averhill's clever and informing notes on "Avant-Gardes and Traditions in France." This article, placed also among the modern articles speaks just about as much of the old school and of the 19th century as of the new. She thus shows that modern work cannot be isolated from the "Past Influences," and that a sense of tradition can be very definitely linked with the appreciation of the new. Hers is the only full-hearted interest in modern work. It should also be mentioned that her article is the only place where reference is made to the Soviet Russian children's books, without which no account of contemporary children work is complete.

Next comes what might be called the most enjoyable and consistent part of the book, called "Past Influences." Wilbur

Macey Stone, the noted collector of children's books has written a short but charming and understanding account of the work of Thomas and John Bewick, the revivers of modern wood engraving.

Jacqueline Overton has contributed an excellent account of 19th century English children's illustration, which really makes the present volume worth while owning. Under the titles "The Fairies Come Into Their Own" (George Cruikshank, Richard Doyle, John Tenniel and Arthur Hughes) and "Tuppence Colored" (Walter Crane, Randolph Caldecott and Kate Greenaway) she spreads out a very colorful, graceful and comprehensive picture of a tradition, which has really assumed preeminence over any other tendencies.

Dudley Cammett Lunt's account of "The Brandywine Tradition—Howard Pyle and N. C. Wyeth," fails to establish this connection, although the article itself must be credited with an understanding interpretation of the artist's work, so important a part of American illustration.

Rachel Field's article on "Lovat Fraser," well written and informing, again throws a light on the lack of organization in the general arrangement of the book. Through the deplorable accident of death this artist is no more eligible as a contemporary illustrator. Although his work is more modern and fresh than a great number of the artists recorded in the alphabet, he appears under "Past Influences."

For future editions of the book, and they are planned, it seems to me advisable not to attempt any further volumes with new material grouped separately, but rather to improve upon the present alphabet and to bring this list of artists up to date. Entirely separated from this reference part there should be a summing up of all the tendencies of the past upon a definitely international basis. And against this background a critical review of contemporary American artists should be undertaken.

#### LES LIVRES DE L'ENFANCE DU XV<sup>e</sup> AU XIX<sup>e</sup> SIÈCLE.

Preface de Paul Gavault. Tome I: Texte. Tome II: Planches. En vente à la librairie GUMUCHIAN & Co., 112, Rue de Richelieu, Paris 2e. 400Fr.

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for sale of a unique collection of old children's books, such as has never before been on the market. There are two large volumes, one listing over 6,000 items in as exact a bibliographical description as it has been possible to compile. The other volume of over 300 plates, with from 2 to 10 items on each plate, offers reproductions from this most interesting collection. There is a clever French introduction with valuable information and a more general English foreword which tends to convince the reader of the charm as well as the rarity of such books. To those who know, and there are nowadays well-established and notable collectors of children's books in no small number, this may seem an unnecessary effort. But no doubt this sale and especially the catalog brought forth on this occasion will not only act as a vivid stimulus but will establish the collecting of children's books as a legitimate field in much wider circles than at present.

However, the special quality of this catalog is of a still more lasting nature. Its real value will be found only in the long run and in its reference value.

## II. Miscellaneous

ENGLISH & SCOTTISH PRINTING TYPES,  
1501-35; 1508-41.

Collected and Annotated by Frank Isaac.  
(Facsimiles and Illustrations issued by  
the Bibliographical Society, No. 11.)  
Oxford University Press, 1930.

The great number of undated English books of the early 16th century has been the reason for the issuance of the present publication. It is an attempt to collect and reproduce in an easily accessible manner all English and Scottish types known to have been used during that period. A new chapter in the history of type design has been opened up to systematic inspection. From this viewpoint A. W. Pollard's introduction has an interesting paragraph: "Students have long been in need of such a set of facsimiles, and if these show that typographically England and Scotland lagged a third of a century behind the average continental printers, on their own plane the results achieved are not unpleasing. From the aesthetic standpoint it must be borne in mind that the examples have been chosen to aid research, not to make a pretty book."



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## Publisher and Printer in Court

**D.** APPLETON AND COMPANY brought action and obtained judgment against the Zeese-Wilkinson Company, printer, to recover the sum of \$261 for the value of certain plates which were the property of the publisher and were lost while in possession of the printer. Judgment was obtained on December 22, 1930. The case was tried in the Municipal Court of the City of New York, Borough of Manhattan, Ninth District. Sullivan & Cromwell were the attorneys for the publisher; Holley & Oxenberg for the printer.

Hearings on the case revealed that in 1912 Zeese-Wilkinson engraved the disputed plates for Appleton and printed from these plates 5,000 sets of a color chart. In the years 1920, 1925, 1926 more sets were printed from the same plates and in 1929 when Appleton ordered 1,100 more sets the printer acknowledged that the plates had been lost while in his possession.

The printer met the charges of the publisher with two defenses: first, that he was not being paid for holding the plates: and was hence not responsible: second, that according to a known custom and usage of the trade a printer assumes no responsibility for the loss or damage by fire, water or from any other cause to plates which are in his possession and that such plates are held at the owner's risk. In such a case it has been well settled that the burden of explanation is placed upon the defendant to account for the loss and in the absence of such explanation the plaintiff is entitled to judgment as a matter of law. Both Appleton and Zeese-Wilkinson agreed that it is customary for a publisher to leave the plates with the printer and the defendant went to rather elaborate lengths to explain the loss of the plates which were claimed to have disappeared when the printer's vault room was moved from one part of the premises to another. The printer admitted that no consideration in money was paid to the publisher.

The same question was presented in the case of the Oxford University Press vs. J. J. Little & Ives Company in 1923, and judgment for the publisher affirmed. In that action and in the present one it was urged that plates are kept by printers with

the expectation of getting reprint orders and that it was a business asset to a printer to have such plates on hand. While Zeese-Wilkinson claimed that the plates were stored only as an accommodation to the publisher, the facts of the case made it apparent that in return for storage the printer expected an advantage in the placing of reprint orders, three of which he had already had before the plates were lost. This advantage to the defendant was held to constitute a form of consideration and refute his first defense. The testimony of all witnesses was to the effect that these plates require a very high degree of care and that it is the practice and custom to give them such. Since the holding of the plates by the printer was for the mutual benefit of himself and the plaintiff, the court found that the printer was not an unpaid bailee, and that the plates were lost through his negligence. In the publisher's evidence certain testimony was offered tending to show the nature of a rule that was adopted by persons engaged in the printing business: there was nothing in this evidence that could relieve the defendant from his own negligence.

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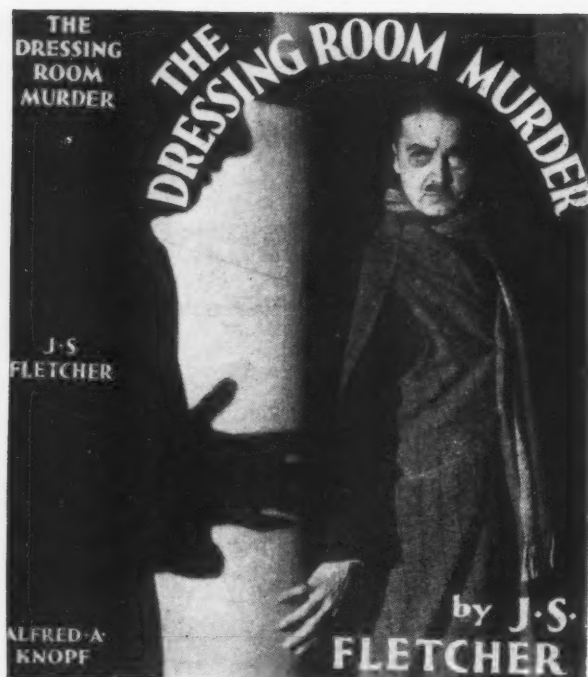
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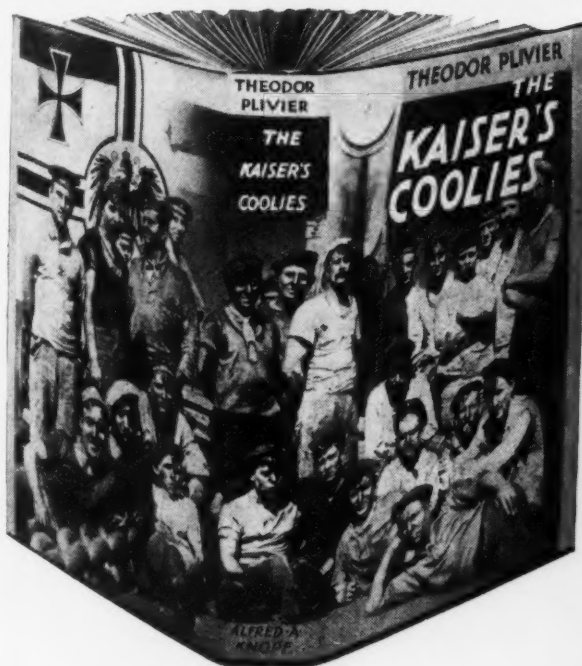
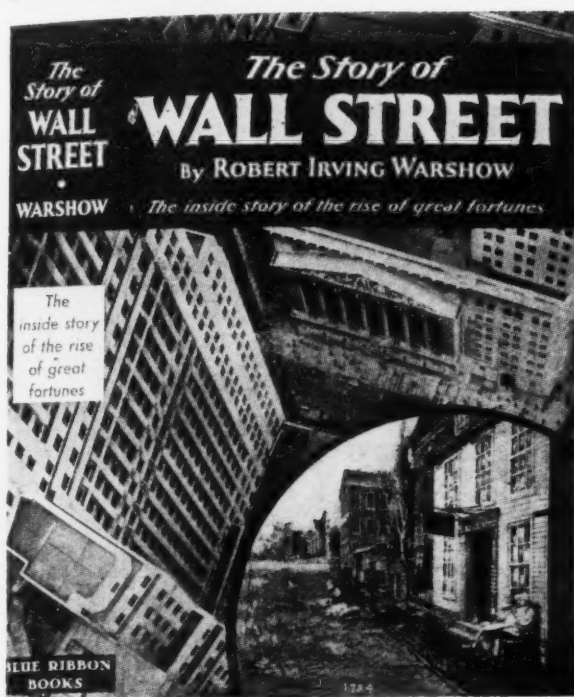
THE photographic jacket is perhaps at its best when used on books of a dramatic or melodramatic nature. The excellence of such a jacket on a murder story is apparent in the above reproduction of Fletcher's "The Dressing Room Murder." The Times Square scene on the jacket of "Via Manhattan" covers both the front and back panels and admirably re-creates that dramatic tenseness which symbolizes New York City. It is hard to imagine anything which would have done this more effectively than a Times Square panorama.

"Grand Hotel" has one of the most in-



teresting of recent photographic jackets. Melodramatic in nature, the story is essentially theatrical and has, as every one knows, been made into a play which is at present very successful on Broadway. This theatrical quality has been taken full advantage of in planning the jacket. The

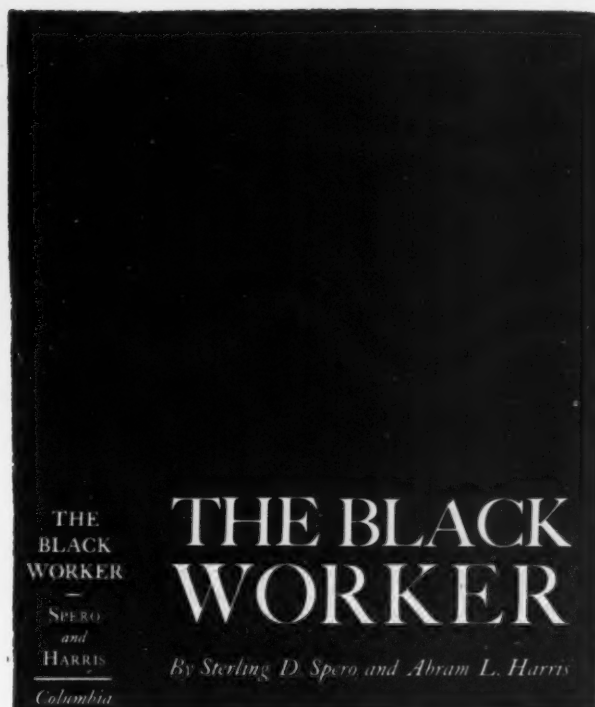
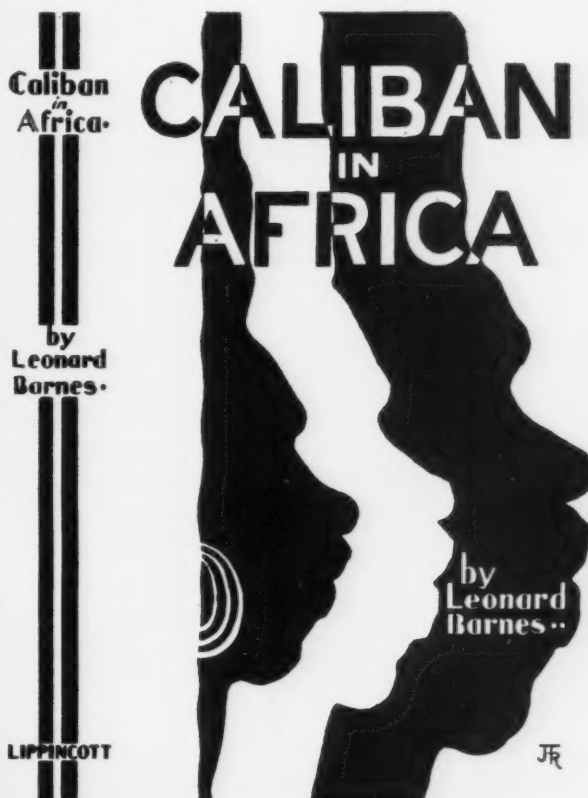




entire jacket—front and back panel and flaps—forms a kind of “still” of the drama. The technique of the photography is particularly significant, for the three main section of the jacket are each dominated by a close-up of one of the main characters in the story, photographed against the hotel setting which plays an important part in the plot. Thus this jacket creates both an immediate and a secondary effect.

“Blood and Celluloid” falls into the class of the well-known symbolic jacket rather than the true photographic-pictorial

## Two Jackets in Black and White



one. “The Story of Wall Street” jacket is striking as a representative piece of “modern” photography.

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## An Art in Itself

*The Planning and Designing of Printers' Marks Is an Interesting Adjunct to the Arts of Bookmaking*

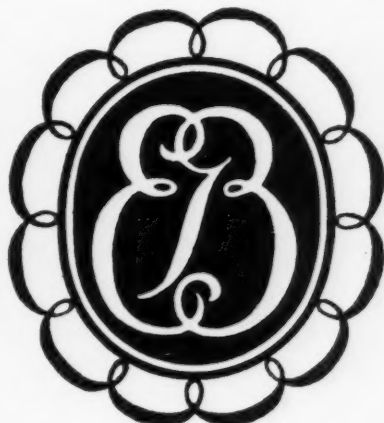


ONE of the designers who has added much to the beauty of contemporary book production, Clarence P. Hornung, has gathered in one volume some sixty of his designs for printers' marks, many of which have been recently designed for book publishers and therefore are quite familiar and will become steadily more familiar to those who purchase and read books. In the introduction to this volume, which has been very beautifully printed by the Caxton Press of New York, Harry L. Gage of Bartlett Orr Press suggests that it might be a good plan to use the old word "signet" for the kind of printer's mark

used by Fust and Schoeffer in the Mainz Psalter, 1457, was a coat-of-arms. Through the centuries of printing such a mark has served to distinguish the product of every important press so that printers' marks have grown into a definite field of design in themselves. . . . As a significant corollary of this growing importance of trademark design, one notes the reworking of long established devices. By retention of the basic idea the design may be vastly improved without loss of the essential asset of legal status. The banalities of a draughtman's rendering or the hoary lines of an ancient and uninteresting old engrav-



Scribner



Encyclopedia Britannica



Hornung's own mark

which is so happily an element in book planning. "Among the ancestors of modern marks two strains have persisted in definite form: the cipher or monogram and the pressmark or printer's device. Ciphers and monograms are as old as the alphabet itself. They continue to amuse the designer, sometimes by a fortunate combination of shapely letters, again as a woven network of support for a central symbol or emblem. The printer's device as first

ing may be discarded. The newly clothed mark will take on a friendlier familiarity because it no longer fights every page."

Among the famous old designs which Mr. Hornung has redesigned for more general modern use are the printers' marks of Harper, Scribner and Doubleday. In the case of Harper the torch is the well-remembered symbol, and in the case of Scribner the lighted lamp. For the University of North Carolina Mr. Hornung

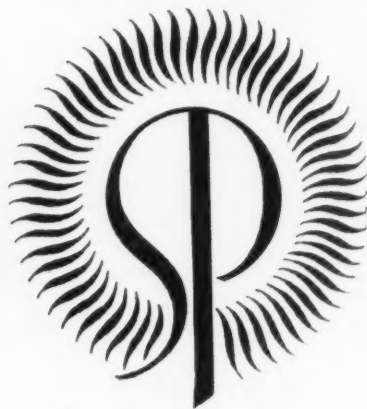




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has designed a delightful and very usable mark embodying the insignia of the college, and for Farrar & Rinehart a symbol

formed from the two letters in lower case type which has quickly made its way into the consciousness of book purchasers.

## Clinics on Bookmaking

**A**T the February meeting of the American Institute of Graphic Arts, held February 3rd, in conjunction with the opening of the Fifty Books Show of the New York Public Library, Harry L. Gage, Chairman of the Program Committee, well known for his constructive activities in the field of graphic arts brought forward, with the approval of the Directors of the Institute, a plan for a series of Book Clinics, an idea that is to be given a test this spring and may prove adaptable for many seasons and also in other cities where there are bookmaking centers.

The idea is to have a group of those interested in the actual production of current books, meet about every two weeks in some convenient auditorium, perhaps in the Graphic Arts Building, and take up current production, analyzing and criticizing books that are brought in, perhaps taking up one feature of bookmaking at a time or one book at a time, experts from among the group leading the criticism. An effort will be made to find answers to common problems by informal discussion. The word "clinic" indicates the character of the program, and only books of trade character or intended for general circulation will be considered.

The first outline of the series will be for five or six of such meetings, during which the technique of appraisal will be worked

out. Others joining with Mr. Gage in outlining this program were C. Chester Lane, Chairman of the Educational Committee of the Institute, Frederic Melcher, Vice President of the Institute, Arthur W. Rushmore, Director of Production of Harper & Brothers, Charles Cadmus of The Scribner Press, Robert S. Josephy, book designer; Donald Brace of Harcourt, Brace & Company, and Dr. H. Lehmann-Haupt, Curator of Rare Books in the Library of Columbia University and Instructor in Book Production there.

### The Pulp and Paper Industry in 1931

**R**OBERT B. WOLF, president of the Pulp Bleaching Corporation, discussing the situation of his industry for *Greater New York*, the bulletin of the Merchants' Association of New York, says: "The pulp and paper industry is passing through a period where it has considerably more production capacity than is needed to supply the market requirements. There are four major reasons for this condition: First, a falling off in demand for print paper, due to curtailment in advertising and the effect of the business depression upon wrapping and container boards; second, increased production obtained from existing mills, due to the adaption of more effective management

methods; third, over-expansion in news print plant and equipment facilities in Canada, and in kraft pulp and paper building operations in the southern states; and, fourth, in sulphite pulp expansion due to the building of new mills in the Pacific Northwest.

"Certain branches of the industry are undergoing regional shifts toward the sources of cheaper raw materials, which, while stimulating the machinery building sections to a certain extent, will probably result in a continuance, during 1931, of the present competitive buyers' market."

### William Green and Knickerbocker Press Merger

THE announcement is made that William Green Corporation, well known New York City advertising and printing concern, has merged with The Knickerbocker Press of New Rochelle, New York, and will operate under the name of William Green, Incorporated, as an affiliate of the latter. The two plants are being wholly re-designed and welded into a single balanced unit in the building of The Knickerbocker Press. The combined organization will thus be able to handle every step in the design and manufacture of virtually all types of commercial printing.

Both concerns have been leaders in their respective fields for over forty years. William Green has been one of New York's outstanding printers since 1886. For the last twelve years this organization has specialized in sales promotion and direct advertising, in addition to its publication and commercial planned printing. The Knickerbocker Press was founded in 1891. This concern manufactures the entire output of G. P. Putnam's Sons in addition to serving many other publishers. The new officers of William Green, Inc., will be: Palmer Cosslett Putnam, President and Chairman of the Board; John J. O'Donnell, Vice President and General Manager; P. C. Putnam, Treasurer; J. P. Richmond, Comptroller and Secretary; and Melville Minton, Director.

### Wage Increases

AT a regular meeting of the General Council of the Edition Bookbinders of New York, Inc., the following motions were made, seconded and unanimously ap-

proved by vote: That the scales of the classified workers as listed in the Shop Rules and Wage Scales for Men, in effect as of the First Day of January, 1931, be increased \$1. per week, starting with the first fiscal payroll week in January, 1931, and that the piece work rates be increased  $2\frac{1}{4}$  per cent, applied to the rates in effect as of September 17, 1929.

It is understood that these increases do not become effective on extras in the piece work rates.

That the scales in present effect for apprentices, shall not be affected by these increases but shall remain as they now are.

That the scales of the classified workers as listed in the Shop Rules and Wage Scales for Women, in effect as of the first day of January, 1931, be increased \$.50 per week, starting with the first fiscal payroll week in January, 1931, and that the piece work rates shall be increased by  $1\frac{3}{4}\%$ , applied to the rates in effect as of September 17, 1929.

### Fabrikoid Display

ADAPTATIONS of Fabrikoid as a binding material for books by several well-known publishing companies constituted a recent window display at the Du Pont Exhibit on the Boardwalk at Atlantic City. A group of Fabrikoid-bound books, including National Geographic Magazines, textbooks, the new 1931 Atlas of the World, as well as sets of short stories, short novels, poems and detective stories, were shown through the courtesy of Chivers Book Binding Company, Brooklyn, New York; Allyn & Bacon, Boston, Mass., and Funk & Wagnalls Company, New York, N. Y.

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### Cornwall Press Expands

THE Cornwall Press has enlarged its book manufacturing facilities by taking over the plant of the McNamee Book-binding Company. It is now in a position to offer a complete book manufacturing service using modern equipment under one management. Books printed at the Cornwall plant are delivered daily in sheets to the Cornwall Press bindery in New York City for binding and distribution.

### Distribution of Sales, 1929, for Printing Ink Industry

THE following information was released by the U. S. Department of Commerce on January 17th.

Manufacturers of Printing Ink sell 69.2%, or \$29,566,000 worth of their products direct to printers and publishers. Statistics relative to production, wage earners, cost of materials, etc., for 1929 are contained in the preliminary report on this industry, issued by the Census of Manufactures, September 8, 1930. A copy may

be obtained free upon request to the Census Bureau.

#### \* Summary—Sales by Manufacturers of Printing Ink, 1929

	Selling Value (F.O.B. Factory)	Percentage of Sales	Number of Plants
Total	\$42,751,000	100%	147 <sup>1</sup>
Sales to printers and publishers, etc. ....	29,566,000	69.2%	122
Sales through manufacturers' sales branches	8,316,000	19.4%	13
Sales to dealers	4,869,000	11.4%	31

<sup>1</sup> The total number of establishments engaged primarily in this industry is 147. Inasmuch as some establishments sell to more than one type of customer, this figure does not agree with the total of the figures shown below.

\* This report is preliminary and is subject to correction.

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 Mark Twain's Burlesque Autobiography, Peter Pauper Press  
 The Narrative of Arthur Gordon Pym, Limited Editions Club  
 The Decameron, Limited Editions Club  
 Paper Making Through Eighteen Centuries, William Edwin Rudge  
 Walden, The Lakeside Press  
 Across The Plains, The Lakeside Press  
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### Knopf Speaks

**A**LFRED A. KNOPF, whose Borzoi imprint has for fifteen years stood for good bookmaking in trade books, writes in the December number of *News Letter of the American Institute of Graphic Arts*: "Books are better looking today than they once were but they are a long way from being what they ought to be. It's all a matter of economics. Americans don't want books much—most of them don't want books at all. The public doesn't demand better designed books and at present retail prices, the publisher who makes the better designed book almost always pays the difference in cost out of his own pocket. Thus better-looking-than-necessary books are made because certain publishers driven as they are by an inner compulsion stronger than the argument of bankers, simply insist on making them. Such publishers urge printers to stock new and better type faces because they personally *want* to print books in such types—they are ever on the lookout for new binding materials, etc. But I think they are moved every so often, as well, by the feeling that the taste of the public is better than those who purvey to it believe, and that given a choice between two books (assuming the author not to be the compelling factor) the average reader won't always buy the less lovely looking one.

"You cannot expect the public to *demand* better looking books—although booklovers generally could help a great deal by buying more generously books that show a real effort on some one's part to improve existing standards. Printers and binders could do much were it not for the fact that they have to serve most of the time masters to

whom the unit cost is all that matters. The pace must be set, I am sure, by a few publishers who just insist on doing what the other fellow won't—and who succeed through the possession of a shrewd sense of literary values and considerable business ability as well."

### Book on Printers

**A**MONG the late spring books of the University of Chicago Press is a study called "The Book and Job Printers of Chicago" by Emily Brown.

### The Tariff on Casein

**T**HE United States Tariff Commission has ordered an investigation of the present tariff duty on casein, which, in the present tariff law, has been fixed at 5½ c. per pound. There will be open hearings in Washington on the subject. Casein is an important element in the making of coated papers, and paper makers claim that American dairy interests cannot produce casein at anything like the price fixed on that which is imported from South America.

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Atlantis. Donnelly. Reading copy.  
Books on Astrology.  
Books on Theosophy.  
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ARGOSY BK. STORES, 45 4TH AVE., NEW YORK  
History of the Volunteer Firemen of Brooklyn, N. Y.  
Talks with Napoleon at St. Helena. Gourod.

ARGUS BK. SHOP, 333 S. DEARBORN ST., CHICAGO  
A.D. 2000. Fuller.  
Mansions of Philosophy. Durant. 1st ed.  
Gems of Penmanship. Williams & Packard.  
The Life of Grover Cleveland. McElroy.  
Historia Amoris. Edgar Saltus.  
Hecht, Ben. Christmas Eve.  
A Journey Through France. Taine. Holt, pub.

ART STUDIO BOOKS, 15 W. 44TH ST., NEW YORK  
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A. ASHER & CO., BEHRENSTR. 17, BERLIN, W 8, GERMANY  
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Pub. by the Botanical Seminary. Vols. 2-15, 17-20, 22 to

ASSOCIATED STUDENTS STORE, BERKELEY, CAL.  
Cabell. Unity of Mankind. 1859 or 1860.  
Fremont. Exploring Expeditions of 1842, 1843-4, 1845. 28th Congress, 2nd Session, Senate.

AUDITORIUM BK. STORE, 1018 15TH ST., DENVER  
Rational Basis of Civilization. Hawkins.

J. BAER & CO., HOCHSTR. 6, FRANKFURT A.M., GER.  
Harrison. Life and Letters of E. A. Poe. N. Y. Crosswell. 1903. Vol. II only.

## J. BAER & Co.—Continued

Carpenter. Henry W. Longfellow. 1901.  
Stauffer, Jos. Conrad, His Romantic Realism. 1922.  
Sport & Hobbies. 1930. Nos. 1, 2, 3, 5, 11.  
The Periscope. N. Y. Vols. 1, 4, 5, 6. 1925, 1928 to 1930.  
Erskine. Leading American Novelists. 1910.  
Emerson. Uncollected Writings. 1912.  
Bryant. Prose Writings. Vols. 1, 2. ed. Godwin.  
Proceedings of Internat. Mathematical Congress at Toronto. 1924.  
List of American Doctoral Dissertations printed in 1921.  
Jarchow, Ch. Plattdeutsche Geschichten. Chicago. F. Klein. 1912.  
American Architect. 1914 to 1921 and 1923. Only complete set with all numbers, plates, etc.  
Hickson, Prince of Pock ed. by Bacon Soc. of America. Pub. Gray & Hamock.  
Psychological Bulletin. Princeton. Vol. 22, pts. 5-6.  
Veblen. Place of Science in Modern Civilization. 1919. Viking Press.

G. A. BAKER & CO., 247 PARK AVE., NEW YORK  
Alexander. Introduction to Browning. Ginn & Co.  
Johnson. Picturesque Hudson. Macmillan.  
Burbee. Among the Canadian Alps.  
Haworth. Headwaters of Peace River.  
Campbell, Mrs. Pat. My Life and Letters.  
Funston. Memoirs of Two Wars. Scribner.  
Dewey, Admiral. Memoirs  
Chambers. Maid at Arms.  
Chambers. Red Wing.  
Stephen, Leslie. Studies of a Biographer.  
Noll. Story of Everest.  
Tisdale. Pioneering Where the World Is Old.  
Graham, Steven. Russia in 1916.  
Waugh. Public School Life.  
Blades. Enemies of Books. 1880.

WM. BALLANTYNE, 1421 F. N.W., WASH., D. C.  
Eckenrode. The Revolutionary Movement in Virginia.  
J. Allen Smith. The Spirit of American Government.  
Footner. Substitute Millionaire.  
Clizer. Classical Essays.

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Self Measurement. William Dewitt Hyde.  
Our Hawaii. Charmaine London.

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Loeb. Comparative Physiology of the Brain and  
Comparative Psychology.

BEACON BK. SHOP, 43 E. 45TH ST., NEW YORK  
Rhees. Smithsonian Institute. 2 vols. 1911.

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vols.

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S. O. BEZANSON, 1 COURT ST., BOSTON, MASS.  
Nash, Ogden. Hard Lines. 1st printing.  
Clocks. Anything about.  
Packard. White Mountain Trails.  
Hardy, A. S. Aurelie; Diane and Her Friends;  
Peter; No. 13 Rue du Bon Diable.  
Spelman. Life of Alfred the Great.  
Yashrio. Sandro Botticelli. 1929.

BIBLE INST. COLPORTAGE ASS'N, 843 N. WELLS,  
CHICAGO

J. Gregory Mantle. The Way of the Cross.  
Weidner. Old Testament Biblical Theology.  
Westcott. Commentary on Ephesians.

BIOLA BK. RM., 536 S. HOPE ST., LOS ANGELES  
Systematic Theology. Finney.

BLESSING BK. STORES, 63 E. ADAMS, CHICAGO  
Napoleon. Frederic Masson.

BOOK & QUILL, 315 WHITNEY, NEW HAVEN, CT.  
Secret Bread. F. T. Fesse.

BOOK BARN, ROUTE 1, RIDGEFIELD, CONN.  
Poole & McFadden. Baby's Hymnal. 1906 ed.

## BOOK BARN—Continued

Flexner. Universities: Amer., Eng., German.  
Dupree. Tap on the Shoulder.  
Mackenzie. Poems and Stories.  
Nutting. England Beautiful. Used copy.

BOOK BAZAAR, STATION Y, BROOKLYN, N. Y.  
Fuller. With the Procession; The Puppet Booth.

BOOK DEN, 464 8TH ST., OAKLAND, CAL.  
American Cookery. 1920. Dec.  
Archives Surgery. 1928. Mar., Apr., July, Nov.

BOOK EXCHANGE, STATION A, TOLEDO, O.  
Beecher. Norwood. 1st, and others.  
Stowe. Dred. 1st, and others.  
Tarkington. Plutocrat. 1st and others.  
Roycroft Quarterly. Nos. 1, 2, 3, 4.

BOOK SHELF, 15 GARFIELD, CINCINNATI, OHIO  
Letters of Gertrude Bell. Bell. 1st ed.

BOOK SHOP, 103 N. 2ND ST., HARRISBURG, PA.  
Ancient, Curious and Famous Wills. Harris.

BOOK SHOP, 140 HALSEY ST., NEWARK, N. J.  
Plastic Age. Cheap ed. 12 copies.

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Masquerader. Thurston.  
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BOOKE SHOP, 4 MARKET SQ., PROVIDENCE, R. I.  
Katrine. Eleanor Lane.  
Wanderer of Liverpool. Masefield. 1st ed.  
History of German Literature. J. S. Robertson.  
Putnam.

THE BOOKSHOP, 83 SOUTH, MORRISTOWN, N. J.  
Whitehead. Passaic Valley.  
Donn Byrne. Party of Baccarat. 1st ed.  
First Baffle Book.  
Chambers. Maker of Moons.

BOSTON BK. & ART SHOP, 400 BOYLSTON, BOSTON  
Dunsany. Book of Wonder. Modern Library ed.  
Art News. April, 1930. Rembrandt number.  
Ross. Theory of Pure Design.

C. L. BOWMAN & Co., 118 E. 25TH ST., N. Y.  
Philip Dru Administration. Anonymous.  
Basin. The Coming Harvest.  
Werfel, Franz W. Goat Song. 3.  
A. L. A. Catalog. 1922 to date.  
Wedekind, Frank. Awakening of Spring. 2.  
Viebig, Mrs. Clara. Our Daily Bread.

BRANDT & BRANDT, 101 PARK AVE., NEW YORK  
The Guarded Heights. Wadsworth Camp.

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Decorative Textiles. Hunter. J. B. L. & Co.  
The Man Who Tried to Be It. Mackenzie.

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Studies in Tape Reading. Wyckoff.  
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## BRENTANO'S, 1 W. 47TH ST., NEW YORK

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Garnett. Relics of Shelley.  
Hunt. Autobiography. 3 vols. Cloth. 1850.  
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Old Shades; Simon the Coldheart.  
Allen. Doctor's Christmas Eve.  
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pines. 1898-1912.  
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B. B. Lindsey and H. J. Higgins. The Beast.  
Henry Hinderman. Lola or Thoughts and Speech  
of Animals.  
Wm. MacKenzie. Rolph of Mannheim. Trans.  
Miss E. Lotham.  
James Lane Allen. Christmas Tree; Bride of  
the Mistletoe.  
Saunders. Saints in Society.  
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Sir Henry Pottinger. Blue and Green.  
Mme. Calderane de la Barca. Life in Mexico.  
W. Smith. Little Tigress.  
Arturo Giovanetti. Arrows in the Gale (poems).  
Intro. Helen Keller.  
Ray Stannard Baker. Life of Woodrow Wilson.  
2 vols. 1927.  
Winifred Kirkland. Joys of Being a Woman.  
Lynd Ward. God's Man. 1st printing, 1st ed.  
Edwin Arnold. Death and Afterwards.  
A. Stevens Roe. True to the Last.  
Turgenev. A Sportsman's Sketches. Vol. 1.  
Ellen Terry Autobiography. Gordon Craig.  
These Old Shades.  
Simon the Coldheart.  
Woods. Mental and Moral Heredity in Royalty.  
1906; The Influence of Monarchs.  
Euripides. Trans. Gilbert Murray.

BRICK ROW BK. SHOP, 231 ELM, NEW HAVEN, CT.  
Toller, Ernst. Man and the Masses.  
New Yorker Album. 1st and 2nd Series.

## Weekly Book Exchange

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Alexander. Military Memoirs of a Confederate.  
Any ed.  
Birmingham. Priscilla's Spies. Any ed.  
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Campbell & Shaip. English Folk-songs. 1917.  
Colophon. Part 4.  
Carroll. Grim Tales Made Gay. Any ed.  
Cather. My Antonia. 1st ed.  
Cinema Craftsmanship. Current.  
Douglas. Wooden Crosses. Any ed.  
Diserens. Influence of Music on Behaviour. Any  
ed.  
Ellis. Red Jacket; Tecumseh. Current or any  
ed.  
Everett. Psychological Elements of Religion.  
Fleurion. No. 2.  
Fortune Magazine for Oct., 1930.  
Galsworthy. Five Tales. 1st ed.  
Johnson. Holy Christian Church.  
Laitus Sorte Mea.  
Lodge, Sir Oliver. Raymond. Any ed.  
Marafioti. New Vocal Art.  
Prince of the Pin Elves.  
Randolph, P. B. Any titles.  
Secretary's Handbook.  
Scarred Chin. Current ed.  
Tarkington. Conquest of Canaan. 1st ed.  
Veblen. Vested Interests and the Common Man.  
Viking Press.  
Warfield. History and Journal of Arundel Co.,  
Maryland.

BRICK ROW BK. SHOP, 42 E. 50TH ST., N. Y.  
Pennell. Highways and Byways in Normandy.  
Colophon, The. 1930.  
Damon. William Blake, His Philosophy and  
Symbols.  
Weston. From Ritual to Romance.  
Constitution of the Five Nations. Bull. No. 184,  
New York State Museum.  
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Adams, Henry. Education. Washington. 1907.  
Colophon. 4 nos. 1930.  
Field, E. Little Book of Western Verse. Chi-  
cago. 1889. 1st.  
Hergesheimer. Java Head. N. Y. 1919. 1st.  
Kipling. On Dry-Cow Fishing. Cleveland. 1926.  
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Encyclopedia Britannica. 14th ed. Good 2nd-  
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Fortune. Feb.-Dec., 1930.

Bolitho. Cancer of Empire.

Little Book of Nonsense. Cayme Press. 1925.

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 Medicine. Vol. 8, no. 1. Feb., 1929.  
 Munroe. Food Prescription for Overweight.  
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 Balch. Amateur Circus Life Illus. Mac. 1914.  
 Goethe. Faust. Trans. Raphael. Woodcuts Ward. Ltd. ed.  
 Swinburne. Songs Before Sunrise. Mosher.  
 D. H. Lawrence. Psychoanalysis and Unconscious.  
 Wiener, Leo. Anthology of Russian Lit. Putnam. 1902.  
 Thomas. Life and Works of Schiller. Holt. 1901.

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 Hudson. Journalism in U. S.  
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 Maltby, Mrs. Dimity Sweetheart.  
 London, Jack. Golden Blight.  
 Sanborn & Harris. A Bronson Alcott. 1893.  
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 Armstrong. Around the World with a King.  
 Stokes. 1904.

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- Gallup. Bi-Literal Cypher of Francis Bacon. 1902; Concerning the Bi-Literal Cypher of Bacon.
- Guerard. French Civilization from Origin to End of Middle Ages.
- Harper and the Harp.
- Kunz. Gems and Precious Stones of North America.
- Morrison. Book in Italy.
- Storer. Thoughts That Build.
- Updike. Printing Types. 1st ed.
- Wraight. Assaying, In Theory and Practice. 1914.
- Bible. Oxford Univ. Press. 1833. Facsimile reprint of Authorized Version, 1611.
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- DENNEN'S BK. SHOP, 37 GRAND RIVER AVE., E., DETROIT, MICH.
- Behind the Scenes. E. Keckley.
- Hammersten. Text Book of Physiological Chemistry. 7th ed. 1914.
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- Hamilton, W. P. Stock Market Barometer.
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- Incas of Peru. Sir Clemens Markham. London. 1911. Smith, Elder Co.
- Voyage to Arcturus. David Lindrey. London. 1919-20, Methuen.
- Messiah of the Cylinder. Victor Rousseau. McClurg. 1920.
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- DOUBLEDAY, DORAN, 420 LEXINGTON AVE., N. Y.
- Official History of the Twenty-ninth Division.
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- Hecht. The Egotist. 1st ed.
- Henry E. Huntington Library Check-List for 1920, with additions and corrections.
- Hergesheimer. Gold and Iron. 1st ed.
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- Heyward. Porgy. 1st ed.
- Hymns and Tunes for Church and Sunday Schools. 1863.
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- Morgan. The Roaring Road.
- Morris. Art & Craft of Printing. Elston Press. 1902.
- Smith. Earliest Letters of Charles Dickens to Kolle. Privately Printed. 1910.
- Stowe. Mayflower. 1843. 1st ed.
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- Mme. Bovary. London. 1920. H. James trans.
- Knick and Morgan. Spectra.
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- Miller, Thos. Complete Modellist. 1656, 1664, etc.
- Nicholson. Tennyson.
- Provincetown Plays. 1st series. 1916.
- Powys, T. F. Soliloquy of a Hermit. N. Y. 1916. 1st Amer.
- Smythe. Greek Melic Poets.
- Geo. Sterling. Lilith.
- Stoddard. Hist. of New Hampshire.
- Wm. Sutherland. Britain's Glory or Shipbuilding Unveiled. 1717.
- Wm. Sutherland. Shipbuilder's Assistant. 1711.
- Shakespeare. Hamlet. First quarto facsimile.
- Seven Arts Magazine. Feb., 1917.
- The Tatler. Ed. by Geo. Aitken.
- Veitch. Parliamentary Reform.
- Bushnell. Complete Shipwright. 1644, etc.
- Cather. My Antonia. 1926. New and rev. ed.; The Troll Garden. 1st; Lost Lady. 1st on vellum; One of Ours. 1st on vellum.
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- Drayton. Poems. 1856; Poems. 2 vols. 1888.
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 Ellis, J. Breckenridge. Agnes of the Bad Lands.  
 Eager. History of Orange County. 1847. In orig.  
 sheep binding.  
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 many; Gas Warfare.  
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 Freeman, The. Complete file.  
 Franklin, B. Imprints. Any.  
 Geike. Reference Book of the Bible.  
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 Griswold, F. G. Big and Little Fishes.  
 Greenleaf. History of All Denominations. 1850.  
 Hindus. Humanity Uprooted. 1st ed.  
 Longhead. Vehicles of the Air. Reilly & Britton  
 Co. Chicago. 1909.  
 McFee. Studies in Patriotism. Doubleday, Page.  
 1st ed. 1922; Harbours of Memory. Heine-  
 mann. 1st London ed. "First Edition" on  
 reverse of title page, sheets printed by Dou-  
 bleday, Page, 1921.  
 Masson. Silver Mining.  
 Montague. Hind Let Loose.  
 Navigating the Air. By Aero Club of America.  
 Doubleday, Page. 1907. 1st ed.  
 Rickenbacher. Fighting the Flying Circus. Stokes.  
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 Is West.  
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 Turner. Aerial Navigation Today. Lippincott.  
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 Upton, Bertha. Gollewogg at the Sea Side. Illus.  
 Valentine. History of N. Y.  
 Whitney, H. C. Life of Lincoln.  
 Wells, H. G. Little Wars; The War in the  
 Air. Macmillan. N. Y. 1908. 1st Amer. ed.

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 Institute of Radio Engineers Proceedings. 1930.  
 Canadian Geographical Journal. Any numbers.

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 Hubbard, Elbert. Any books autographed.  
 Knowles, F. L. The Value of Courage. Pub.  
 Caldwell. Boston. 1905.  
 Keats, John. Endymion. Japan paper.

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 Publications of Astronomical Observatory of the  
 University of Michigan. 1912 to 1930.  
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 Astrophysical Journal. Vols. 47 to 48.  
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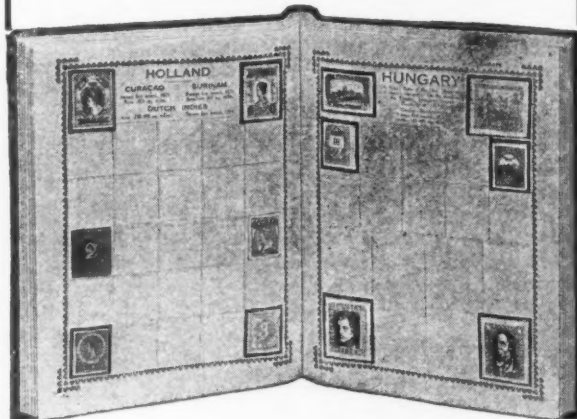
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## Forthcoming Issues

✿ ✿ ✿ Edward F. Stevens of Pratt Institute Library, Brooklyn, has drawn up for the *Publishers' Weekly* a suggested plan for reissuing certain standard books of which the libraries have great need. It has been impossible to keep these books, which are expensive to publish and which have a limited circulation, in print. Mr. Stevens has suggested to the A.L.A. a plan by which these might be reissued. ✿ ✿ ✿

✿ ✿ ✿ Marion E. Dodd of the Hampshire Bookshop, has written for the *Publishers' Weekly* an article on poetry that sells. College boys and girls are almost the best customers for poetry and Miss Dodd with her bookshop near Smith College in Northampton has an unusual opportunity for studying the most up-to-the-minute demand for modern poets. ✿ ✿ ✿

✿ ✿ ✿ Professor Albert Bushnell Hart of Harvard University has written for next week a timely survey of various lives of Washington, which are most in demand. Professor Hart is serving on the committee

planning the observances of the bicentennial of Washington's birth, in 1932. ✿ ✿ ✿

✿ ✿ ✿ Next week's *Weekly* will also feature the Staple Stock Department. We wish to remind booksellers that we are always anxious to get and will pay for brief articles for this Department. We want the booksellers' successful experiences in selling staple stock. ✿ ✿ ✿

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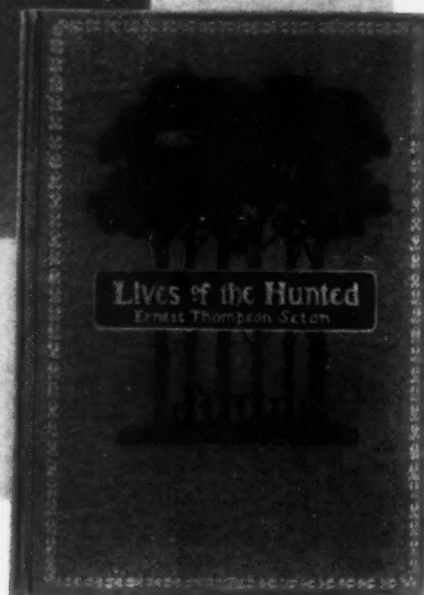
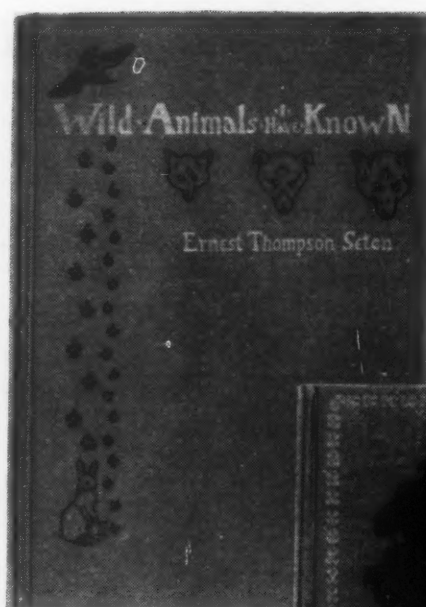
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